

Summer 2000

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USD MAGAZINE

A man with short brown hair, wearing a blue floral patterned shirt, is shown from the chest up. He is looking towards the camera with a slight smile. A silver laptop is resting on his right shoulder. The background is a solid light blue.

SUMMER 2000

DOING THE DOT.COM

GRADS TACKLE THE WILD
WORLD OF E-COMMERCE

THE GENDER GAP

Where Have the Men Gone
on College Campuses?

SETTING THE MORAL COMPASS

Pointing Children
to Responsibility

Most weren't born when Gladys Knight released her biggest hit record, "Midnight Train to Georgia," but that didn't stop USD's new graduates from awarding the singer a standing ovation after she delivered this year's undergraduate commencement address, in which she reminded the 1,046 seniors that a formal education and making money are only part of a successful life.

"When we look at a tombstone, what is engraved between the birth date and the death date?" Knight asked the audience of 10,000 at the May 28 ceremonies. "A little dash. Of what benefit will your tiny dash be to this world? The choice is yours. But whatever you choose, remember that, like dominoes, your influence will alter generations to come."

Knight, whose three children attended USD and who celebrated her 55th birthday at the university's commencement luncheon, concluded her talk with a powerful rendition of the song "The Need to Be."

Graduation

The undergraduate class is set to make its mark on the world, as Knight suggested in her speech. Jill Hepp is entering the Peace Corps and will teach environmental education and conservation in Belize. Steven Holc will pursue a master's degree in music and hopes to become a high school band teacher. Levi Parker has a job as a firefighter, while Anaytte Muralles wants to work in a mental health clinic and attend medical school.

The university's graduate and law school classes were no less inspired by the accomplishments of their commencement speakers. Retired federal Judge H. Lee Sarokin, whose 1985 court ruling freed boxer Rubin "Hurricane" Carter after 19 years in prison and was portrayed in the film "The Hurricane," spoke to about 400 School of Law graduates May 27.

A few hours after Knight spoke to the undergraduate class, former Ambassador Alejandro Orfila addressed approximately 350 graduate degree recipients. Orfila, a native of Argentina, was appointed in 1973 as Argentine ambassador to the United States, and later served as secretary general of the Organization of American States. He now runs Orfila Vineyards & Winery in Rancho Santa Fe., Calif.

Knight, Sarokin and Orfila each received an honorary degree from the university.

Gladys Knight and USD President Alice Hayes led the ceremony.



Singer Gladys Knight delivers her commencement address to the class of 2000.





USD MAGAZINE

USD Alumni Magazine
<http://alumni.acusd.edu/usdmagazine>

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Log On, Look Up Old Friends

Alumni can now find the addresses and phone numbers of former classmates via USD's Online Community, a Web site accessible only to grads.

The site also provides a variety of other services, including a free e-mail address that forwards your mail for life, access to USD's career services program, and a Yellow Pages section where alumni can promote their businesses.

The premier feature of the Web site is the searchable directory, which lists personal and professional information on more than 30,000 alumni who participated in the university's print directory.

Only those alumni with a valid university-issued ID number can access the site. To find your ID number, turn to the back cover of *USD Magazine* and find the mailing label. The five- to seven-digit number after your name is your access number.

The site is found by logging onto <http://www.acusd.edu>, clicking on the Alumni and Friends page, and then clicking on the Online Community site.

Confused? Call (800) 248-4873, ext. 7, from outside San Diego, or (619) 260-4819 within the city, for help.



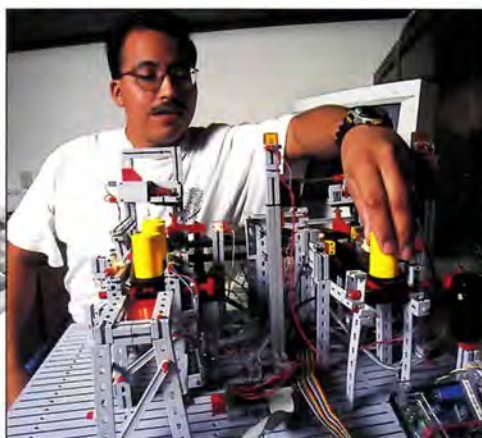
USD by the Numbers

Campus Flora

- 85,000** Pounds of fertilizer used each year
- 525** Number of rose bushes planted over the past 50 years
- 7** Number of rarest plant on campus — Dragon Tree (*Dracaena Draco*)
- 14,500** Annual flowers planted
- 20,000** Pounds of grass seed spread each year
- 188** Hours a week mowing common areas and playing fields
- 450** Tons of sand used to dress athletic fields
- 22** Hours a week striping athletic fields



Building a World from Blocks



USD sophomore Felipe Martinez shows off the "keg filler" device he created with a team of engineering students as part of a design project sponsored by the National Science Foundation. Engineering students, who are routinely recruited by firms like Qualcomm and SAIC, worked with Lego-like building blocks and circuit boards to create a draw bridge, Ferris wheel and car wash during a May 11 engineering department open house.

Present to the Future

Retirement gift supports student research



Retiring biology Professor Cole Manes in his lab.

It wasn't difficult for his colleagues to choose a retirement gift for biology professor Cole Manes.

Over the course of his 18 years at Alcalá Park, Manes worked hard to increase research activity in the biology department — pursuing grants, fighting for money to acquire more sophisticated equipment, recruiting top scholars to the

faculty — and made a point of involving students in his own research. Perpetuating that tradition seemed the best way to show appreciation for the man who helped build the department into a first-rate academic unit.

Seeded with contributions from biology faculty, the Cole Manes Endowment for Student Research will provide awards and stipends to promising student-

scholars. Efforts are under way to raise the necessary funds to make the endowment permanent.

"It is a wonderful thing for my colleagues to do," Manes says. "You can learn a lot from listening to a professor lecture, but you can learn a lot more from doing experiments yourself. In a field like biology, there is no substitute for conducting

your own experiments and evaluating your own results."

Department chair Lisa Baird says creating the award is the perfect way to recognize Manes. "We wanted to give him something meaningful, and as we were talking about it, the conversation kept going back to the obvious joy Cole had in working with students," she says. "He loves seeing science through their eyes, and there is something about him they responded to very well."

Patrick Drinan, dean of the College of Arts and Sciences, says Manes, the department chair from 1983 to 1987, was instrumental in shifting the focus of the department to research-based scholarship.

"Cole put the department on the trajectory to success," Drinan says. "He was really an entrepreneur in his own way. He never complained that he wasn't given this or that. He set goals for what he wanted, and worked hard to attain them."

Manes, along with Robert Corbeil (computer science), Clare Friedman (mathematics) and Gerald Sperrazzo (psychology), was honored with emeritus status at USD's 47th commencement in May. For information on contributing to the endowment, call (619) 260-4729.

Heavy Metal

Selected by USD's academic deans for their successes after leaving Alcalá Park, the recipients of this year's Author E. Hughes Career Achievement Award displayed the medallions bestowed upon them at the sixth annual event. The five honorees (from left) — William Jones '80 (president and CEO of CityLink Investment Corp., which develops urban real estate ventures), Patricia McQuater '78 (senior corporate legal counsel for Solar Turbines and former chair of the Port of San Diego), Sister Miriam Kaeser '87 (assistant superintendent for curriculum development for the Archdiocese of Cincinnati), Carol Beth Sise '85, '92 (community outreach coordinator at Scripps Mercy Hospital in San Diego), and Jim Peters '84 (president of U.S. stores for Staples, Inc.) — and more than 500 guests enjoyed the April 15 entertainment-filled tribute.



Under the Big Top

Professor sends in the clowns to study literature

There are no tents, no acrobats and certainly no elephants, which, if you think about it, is a good thing, considering this circus is coming to an Alcalá Park classroom.

This fall, English professor Bart Thurber and two visiting lecturers will teach a class on the circus, examining the three-ring phenomenon as an art form and studying its place in literary history.

"A circus is universal," says Thurber, who had the idea for the course last year. "It has a tremendously wide range of appeal — everyone's been to a circus. It truly is a way of telling a story, and I think it's a natural topic."

Thurber's co-lecturers know a thing or two about life under the big top. Actor and performer DeLoss McGraw taught at USD in the 1970s and will lecture about the

performance side of the life. John Highkin, a USD English and drama teacher since 1987, runs a nonprofit circus in San Diego and has long been interested in circus arts.

"The circus is people, and is about people," says Highkin. "Nearly every culture in the world has some form of a circus. The human body is the tool for telling the story in a circus. It's the things human beings learn to do with their bodies that makes it fun."

The three teachers are still working on the course outline, but Highkin says well-known literature that references circuses will play an integral part in the class, such as scenes in Mark Twain's *Huckleberry Finn* and short stories by Franz Kafka.

"I think many students walk into an English or drama class with blocks about reading and writing," says Highkin, who started his Fern Street Circus with wife Cindy Zimmerman in 1990. "They get off track on symbolism and themes, rather than stop and think about what moved the writer to write. The circus is an easy way to see what motivates that need to express one's self."

A Cambridge-educated theater director, Highkin and his circus troupe set up shop in several parts of the county each year. He performs in Balboa Park for a week each May, but also takes the circus to small street fairs in San Diego's neighboring towns.

Highkin's circus has no animals, more for practical reasons than philosophical — there's just too much expense in trying to care for and move a full-grown elephant. He will get philosophical in class, however.

"Our goal will be to get our students to show a certain amount of passion and understanding for the material on a practical level," says Highkin. "The circus is perfect for that."

— John Titchen



USD English teacher John Highkin (front center) hams it up with members of his Fern Street Circus.



MaHer Hall resident freshman Aaron Watts (second from left) and resident director Joshua Gaynor give a tour of the dorm's rooms to junior Crescentia Thomas (far left) and freshman Katie Detlope.

Boys, MEET THE Girls

By John Titchen

This fall, the all-male MaHer Hall goes co-ed, signaling the start of a new freshman dorm tradition

Traditions need time to evolve. They also need time to dissolve.

Such is the case with MaHer Hall, which this fall will house female students for the first time in 41 years.

"Some people like it and some don't," says Joshua Gaynor, MaHer's resident director, of the university's decision to make the well-known dorm co-ed. "It is a huge break with tradition, but it's also a way to start a new tradition."

The five-story building opened in 1959 as the Immaculate Heart Seminary and housed seminarians, students and faculty of the San Diego College for Men. The building's name was changed years later to DeSales Hall, for Saint Francis DeSales, and then renamed for Bishop Leo T. MaHer. Yet it always remained a men's facility, despite a push in 1969 by then men's college dean Father Barry Vineyard to integrate the dorm as part of the merger of the men's and women's colleges. The schools combined in 1972, but MaHer Hall remained fraternal.

Gender equity finally caught up with the dorm this year. And the reason has much

more to do with comfort than integration of the sexes. MaHer's dorm rooms have private bathrooms, whereas the dorms reserved for freshmen women — Camino and Founders halls — require a walk down the hall to a community bathroom.

The women's dorms also are less spacious than the freshmen men's digs, where some rooms house up to four students. And there's also MaHer's extra amenity — many rooms boast million-dollar views of San Diego, Point Loma and Mission Bay.

"For years, women have asked to live in MaHer," says Larry Perez, assistant director of residence life and a former MaHer resident dean. "They want the bigger bedrooms, their own bathrooms, the nice carpet and the views, too."

The change was prompted by the completion of a three-year, \$1.5 million renovation of MaHer, which included new carpet, electrical fixtures, bathroom décor and other infrastructure improvements. Logistics are still being worked out, but female residents likely will live in the east wings while men will be in the west wings.

While USD has a 57 percent to 43 percent ratio of women to men undergraduates, housing officials have worked to accommodate that difference by spreading male and female students through the five freshmen residence halls.

Resident directors are hoping for a 50-50 split between males and females in MaHer, but are still working with the Office of Admissions to finalize distribution lists. MaHer's co-ed plan will make it easier for housing officials to balance the male-female ratios in the Missions Apartments, which currently is two-thirds women. It is anticipated that Camino and Founders halls will remain women-only, since communal bathrooms make gender integration almost impossible.

MaHer houses about 250 freshmen and five resident advisers, who are usually sophomores and juniors. Gaynor says two women resident advisers will be added to the staff.

"I'm excited about it," says sophomore Kate Irwin, who will be an adviser in the fall. "I think at first a lot of guys were against it. There is the whole idea of tradition. But it is a freshmen dorm. The guys live there for a year and move on. The freshmen coming in this fall won't know about the tradition."

Some critics of the change say having women in the dorm will inhibit the camaraderie of the freshmen men. But Gaynor predicts it will only add to the dynamic.

"Your freshman year can make or break you," says Gaynor. "If you get off on the right foot and make some good friends, that creates the college experience most students are looking for. In a living experience like this, the opportunities to meet different kinds of people from different backgrounds are limitless." ♦





ONE STUDENT'S DIARY OF HIS
WHALE SHARK RESEARCH,
WHICH SOMEDAY MAY LEAD
TO THE THREATENED FISH'S
PROTECTION • BY JON NELSON

It's been light for about half an hour, but the sun pierces the horizon of Angel de la Guarda Island around 6 a.m. The flies begin their morning ritual of singing in my ear and I pull the sheet over my head, only to instantly toss it off from the heat bearing down on my cot.

The sound of a whale's blow breaks the early morning silence. Shorebirds create an orchestra of song as they fight over a large Humboldt squid washed ashore, struggling for life after an exhausting and fatal night of mating. Hundreds of stingrays frantically flee as I shuffle through the sand flats to my small aluminum boat.

It's a six-mile journey to the south end of the bay from camp, and the boat glides across the glassy water of Bahia de Los Angeles, some 450 miles south of San Diego. I arrive at a spot where my gut tells me there will be action. I am the only boat on the bay. Schools of baitfish are actively feeding nearby, creating sounds similar to falling rain as they break the water's calm. I move closer to the fish, scanning the surface for any signs, and then I see it. The large dorsal fin of a shark breaks the water, creating a small wake. I move in for a better look. It's a 30-foot whale shark, twice the size of my boat and just as wide.

In my effort to track the feeding habits of this massive species, I must insert a radio tag in its body. This requires some skill and a lot of luck – making sure I don't pierce my body with the razor-sharp spear, or worse, get tangled up in the 20 feet of line, which could drag me down to the ocean depths when the shark dives.

Intimidated, yet exhilarated, I turn off the engine, throw on my snorkel gear and enter the water. With the Hawaiian Sling (pole spear) gripped tight in my right hand and a radio tag in the left, I swim within a few feet of the giant fish, just below the dorsal fin, and let the spear go. The shark barely flinches. The spear tip and radio tag anchor disappear into the shark's eight-inch-thick skin, and I pull the spear free. Unperturbed, the shark continues to feed.

Swimming with the

SHARKS

I concentrate on staying clear of the line. With a final kick I return to my boat – now I can assemble my radio tracking gear and follow the shark's movements by boat, giving me insight into how it utilizes the bay.

Mysterious and misunderstood, whale sharks are relatively new to scientific research. Although the species is the world's largest fish, observing them in the open ocean is a rare event, and estimating their numbers has proven difficult. Currently, the species is listed as "data deficient" by the International Union for Conservation of Nature and Natural Resources, and is thus categorized as "under threat," though not endangered. Yet the threat is real: The whale shark is being harvested by Taiwanese fisheries, which sell the larger animals for up to \$20,000 apiece to Taiwan markets, where shark meat soup can sell for \$1,000 a bowl.

For a few months each year, the giant fish make their home here in the plankton-rich waters of Bahia de Los Angeles, allowing scientists a window of time for research. Through my studies, which examine the sharks' feeding patterns and local movements, I hope to create a clearer picture of its feeding ecology and life history.

I also am using my research to encourage Mexican officials to designate the bay as a sanctuary for the shark as part of a whale shark management program. Despite their massive size – adults can reach lengths of 60 feet – whale sharks are docile creatures, eating primarily microscopic plankton living in the ocean's surface waters. Gentle and curious, they allow humans to swim alongside them. While currently not a commodity on the Mexican shark-meat market, their easygoing nature could make them easy targets for hunting in the bays throughout the Sea of Cortez.

These bays, however, also attract tourists who pay big money – up to \$2,000 for a five-day trip – to swim with whale sharks. Both Australia and the Philippines have protected the animal and have implemented eco-tourism. In an effort to

encourage Mexican officials to do the same, I am presenting my data this summer at a symposium on the whale shark's natural history at the Universidad Autonoma de Baja California Sur.

The community is very supportive of whale shark research and protection. The town's Ejido (local landowners association) is in favor of a sanctuary during feeding months, regulating the number of boats that are allowed in the area, as well as human/whale shark interactions. The town understands that the whale shark is a valuable eco-tourism resource, but it also recognizes that the resource must be managed properly. Overexploitation may have as much of a negative effect as hunting if the sharks leave known feeding grounds, making it more difficult for them to find other sources of food.

As a student, I am very excited to be working with a species that has managed to remain a mystery to science for so many years. Knowing that my research may contribute to the eventual conservation of the species in Mexican waters is exhilarating. It is important to me that

these magnificent creatures are given the recognition and protection they deserve, and hopefully, to be viewed someday as more than just a fin in the water.

A radio tag and small spear were among the tools used by graduate student Jon Nelson to track the giant whale shark.



Jon Nelson is finishing his master's degree in marine science at USD and hopes to continue his work in the world's oceans upon graduation. While research of this scale is usually reserved for doctoral students, Nelson used his own money, as well as donations from his parents, USD, thesis adviser Scott Eckert and grants from USD's TransBorder Institute to raise \$5,000 for the project. Mexican and American scientists and conservation groups are currently preparing a proposal for the Mexican Fund for Nature Conservation to develop a whale shark conservation program.

SETTING THE MORAL COMPASS

Pointing Children Toward a Responsible Life



In the spring of 1999, barely a month after two teenagers went on a shooting spree at Colorado's Columbine High School, *Time* magazine ran an account of another incident in which a student sprayed a school with bullets. The headline was in some ways as chilling as the act described in the story. The letters above a photo of the 15-year-old gunman read: "Just A Routine School Shooting."

Violence in the once-hallowed halls of our schools is perhaps the most unsettling — but by no means the only — indicator of something in society gone wrong. America has been shocked in recent times by a series of tragic events involving young people, each seemingly more outrageous and perplexing than the one before. Across the country the cry has gone up: What's happened to our kids?

There are many targets for those looking to assign blame for the apparent decline in morality: the prevalence of violent video games, television shows and movies; the free-for-all Internet where graphic sexual and violent images are only a click away; and popular music that celebrates everything from misogyny to cop killing. A recent series of studies by the Annenberg Public Policy Center of the University of Pennsylvania indicated the degree in which media is involved in the everyday lives of children: 97 percent of families with children ages 2 to 17 have a video cassette recorder, 70 percent a computer, 68 percent video game players, 52 percent Internet access. These families average nearly three TV sets per household.

But the media is a scapegoat, say two USD experts in the field of character education. While media clearly exert influence on

As violent and antisocial behavior among children perplexes the nation, adults wonder what happened to compassion, respect and responsibility. The answers aren't easy, but our society's future depends on setting kids on the right course.

kids, the true north for a child's moral compass is set by parents, in partnership with schools and the community. If blame is to be placed, and responsibility to be taken, it starts there.

"For generations, schools focused on the three Rs," says Edward DeRoche, who, along with USD School of Education colleague Mary Williams, serves as co-director of the International Center for Character Education, a certificate program for teachers which promotes values based on what it calls the four pillars: home, school, church and community. "There used to be two other Rs that schools concerned themselves with: respect and responsibility. That fell out of favor in the late '60s and early '70s, with people saying, 'Just teach my kid to read and write, and I'll handle teaching them what's right and wrong.'"

While parents meant well, Williams says, they didn't take up the moral slack, largely

because the economic realities of single-parent and dual working-parent households meant reduced time at home. American workers put in more hours than those of any industrialized nation — the equivalent of two weeks more per year than second-ranked Japan, according to the International Labor Organization. Although statisticians can compute the increased hours, they can't account for the emotional toll those hours exact, leaving many parents with frazzled nerves and little energy to devote to the kids.

"Kids need to know their parents care," says Williams, who in June helped organize a five-day Character Institute conference that drew scholars from around the world to help teachers implement effective character education programs. "Every kid needs at least one adult who is crazy about him or her, who would in a minute cancel a meeting to attend the school play."



An Extended Family

USD alumni Lorenzo and Genny Cuevas feel time with their children is so valuable that Genny, a 1982 graduate with a degree in Spanish, left her job in a corporate banking office to be a stay-at-home mother to their two sons, 8-year-old Lorenzo Antonio and 4-year-old Diego. While the decision has had significant financial ramifications — Lorenzo and Genny gave up many social activities and keep a sharp eye on the family budget — they believe the trade-off is worth it.

"We thought it was important that one of us to be around all the time," says Lorenzo, a computer systems analyst who earned his bachelor's degree in English at USD in 1980

by Timothy McKernan



and his master's in 1982. "It's allowed us to be more involved with their lives than if we just picked them up at day care every day. It has meant some financial hardship, but we look at it as an investment in our kids."

Of course, not everyone has that option. If a parent can't spend as much time with a child as they want, DeRoche and Williams say that help is, literally, just around the corner. And across the street. And throughout the neighborhood. In their book, *Educating Hearts and Minds: A Comprehensive Character Education Framework*, they advocate partnerships among parents, schools and community organizations to foster values and positive character traits.

"No institution has as much access to kids during these years as schools," DeRoche says. "Schools need to be an extension of the family. Parents need to be actively involved in the formation and leadership of character education programs, and business and community organizations need to help ensure resources are available to implement them."

DeRoche and Williams suggest teams be comprised of three teachers and parents from different grade levels, one school administrator, one member of the community and at least two students. The first step in developing the program is for these people to develop a clear understanding of what is to be accomplished, something DeRoche likens to the mission statement of a business.

"What outcomes are we looking for?" he asks hypothetically. "Why do we want to even consider a character education program? Do we want better student behavior? More students doing homework?"

While media clearly exert influence on kids, the true north for a child's moral compass is set by parents, in partnership with schools and the community.

Promote the understanding of multiple perspectives? Exhibit more positive attitude about learning? Once the team decides on the goals, it can move on developing curriculum and activities that support them."

Arriving at those goals is not as arduous a process as some might think. DeRoche says even the most disparate cultures have similar core values. "Look at the Bill of Rights, the anchor of our multicultural society," he says.

"You can pull out concepts like compassion, respect, tolerance, truth — kinds of things that virtually every culture values."

DeRoche sees merit in a character education program known as VAMP (Value-a-Month Programs). Each month of the school year would feature lessons and activities related to a given value — responsibility in September, respect in October, thankfulness in November. While detractors say the VAMP approach is too rigid to be the basis of a comprehensive character education program, De Roche believes the structure may actually be the key to its success.

"Some criticize it as too formal — if it's Tuesday it must be tolerance — but it's structured, it makes sense, and I believe it can work," he says. "For example, February is Black History Month. What a wonderful time to reflect on and teach lessons of the importance of courage or compassion. There are many kinds of lessons that are built right into the calendar, and it seems logical to take advantage of those opportunities."

It's Who You Know

A key aspect of the partnership plan is influencing the peer groups of children, one of the most important aspects of engendering moral behavior, and one of the most difficult to control.

"Parents can't pick their kids' friends, but they can put them in situations where they are more likely to associate with positive influences," DeRoche says. "If, for example, a youth group or church group partners with the school to provide after school activities, a child is more likely to make friends with the kids involved there, instead of spending time on the street. If you don't know your kids' friends, you're in trouble."

Much as children take cues from their peers, so too do they take them from the adults in their lives. Williams says parents sometimes underestimate the effects they have on their children, particularly those of middle and high school age.

"Study after study shows parental involvement tends to decrease as kids get older," she says. "Many parents think they can't get through to their kids, when that's really not

the case. Children learn through modeling. The best way to raise a good child is to be a good adult. There is no more powerful message than a good example."



Lesson Plans

While the lessons a child learns away from home are important to their moral development, the opportunities at home — particularly discipline — are vital. Not a believer in corporal punishment, which he says is an ineffective deterrent and sends a message condoning violence as means to solve problems, DeRoche prefers withholding privileges when a child misbehaves.

"When a child misbehaves, it is a golden opportunity to teach a moral lesson," he says. "When punishing a child, it is best if he or she clearly understands why they are being punished, not just that they are being grounded, or can't watch television. This helps kids understand the thinking processes and gain perspective, because ultimately they will be making decisions on their own."

The same philosophy applies in non-discipline situations. DeRoche suggests parents be on the lookout for "teachable moments" to impart moral lessons — particularly in those negative images that bombard children on a daily basis. A recent Kaiser Family Foundation study found the average child spends 38 hours a week "consuming" a variety of electronic thrills from television, music and movies to the Internet and video games. The Center for Media Education estimates that kids witness 100,000 acts of violence on TV by the time they complete elementary school, and 200,000 by high school graduation.

"A television program, something that happens to a friend or family member, a story the child reads — all of these are a good chance to help shape a child's values," says DeRoche. "Talk it out, help them apply lessons others have learned to their own lives."

Although television can be a resource if parents watch and discuss it with their children, it remains the nation's babysitter. The Kaiser study found that more than two-thirds of the respondents 8 years and older report having a television set in their bedrooms; many said the TV plays during meal times, a practice DeRoche finds particularly troublesome.

"Having the television on during meal times is especially destructive, even if the

Children learn through modeling. The best way to raise a good child is to be a good adult. There is no more powerful message than a good example.

program is wholesome," DeRoche says. "It's distracting, and it takes away from family time that is already in short supply. Of all the ground rules parents should establish for TV viewing, there's none more important than no TV during meal time."

Lorenzo and Genny Cuevas have laid down firm viewing rules for Lorenzo Antonio and Diego: No television during the week until homework is done, and none on the weekends until chores are complete. Although Lorenzo says he and Genny keep an eye on what the boys are watching, they give them a fair amount of discretion. The result, he says, is that they often turn off the TV of their own accord.

"They know the rules, and because we give them some responsibility, it's not a big deal," says Lorenzo, who adds that he and Genny supervise all of the boys' time on the Internet and forbid them to play violent video games, especially shooting games. "Lorenzo Antonio doesn't like it," his father says. "He rebels. But he knows that's the rule."



Putting Morality into Practice

It's often difficult for working parents to exercise as much supervision over their children as they would like, but there are options that can help fill the void. One of the most powerful, DeRoche says, is also the most overlooked.

"Many parents don't make full use of their family," he says. "Grandparents, aunts and uncles, cousins, even close friends and neighbors, are often in a position to serve as surrogate parents during that time between when kids get out of school and parents get home from work."

Those unsupervised hours are often a chance for kids to watch or log on to material their parents would never allow. Technology has created new ways to deliver what DeRoche calls "junk food for the brain," but it also has developed ways to filter it.

The v-chip, a device that blocks undesirable television programming, can help parents regulate their children's viewing habits. Considered by some to be an ineffective means of protecting young children

from objectionable content — the Annenberg studies found only one in five families use some form of blocking device — the chip nevertheless has proven popular with those parents looking for any way to curtail their children's viewing of sex and violence on the airwaves.

"It's not perfect, and it will never take the place of parents watching television with their children, but it is a good way to screen out some of the garbage that's available," DeRoche says.

Filtering objectionable content on the Internet presents more of a challenge. Kit Moses '83 says her family's computer is equipped with a filter to block access to sites with sexual content from her daughters, ages 16, 12, and 8. While the filter helps, it doesn't detect everything, especially the banner advertisements for sex sites that appear on non-sex pages, some of which are quite graphic. A much better filter, Moses says, is keeping the computer in the family room.

"You can't shelter kids, but they know the kind of sites they're not allowed to visit, and

they know chat rooms are a no-no," she says. "They understand what our values are and what our expectations of them are. Communicating and reinforcing those are very important parts of being parents."

The questions associated with raising a moral child may be greatest for those who define morality in non-secular terms, preferring to set their moral compasses according to their faith rather than the mores of the community. Father Ronald Pachence of USD's religious studies department says many of the values celebrated by society are not aligned with the Christian perspective of morality and ethics. This is a materialistic society, and the teachings of Jesus don't focus on designer clothes or trendy cars.

"Jesus was concerned with justice, peace, people on the fringes of society," he says. "How many people can honestly say they keep these concepts in mind as they go about their daily lives?"

No matter what your faith, Pachence says there are many opportunities in everyday life to put morality in practice.

"You don't have to look very hard to see people who are wounded, who feel marginalized by society — the poor, the elderly, the physically challenged, the less educated. Finding a way to help them, something you do without expectation of reward, because it is the right thing to do, is to find a way to develop morals. You comment on what counts most to you by how you live." ★



Setting the Direction of Your Child's Moral Compass

There are several things parents can do to help point their children in the right direction. Some suggestions, according to Edward DeRoche and Mary Williams, USD education professors and co-directors of the International Center for Character Education:

Get involved — Be an active participant in your child's school and extracurricular activities.

Peer pressure — Parents can't pick their kids' friends, but they can encourage activities that put children in an environment, such as those in youth and church groups and team sports, where they are more likely to associate with positive influences.

Use punishment as a positive — Disciplining children is a valuable opportunity to impart a moral lesson. Making sure children clearly understand why they are being punished helps them understand the thinking process and the values of their parents.

Watch what they watch — Parents should establish firm ground rules for children regarding television, movies, video games and Web sites, and participate with them in those activities.

Make use of the extended family — Parents who can't be at home when their children are should enlist the help of grandparents, relatives, friends and neighbors to provide supervision.

Provide a good example — Above all, since children learn through modeling behavior, the best way to raise a good child is to be a good adult.

A nationwide trend that has slowly a

THE GENDER

It didn't take long for junior Marcela Bachraty to notice it. She only had to look around that first day in art history class to see most of the seats filled by women.

Freshman Jennie Wagner saw it too, in the way college men didn't congregate in the large, loud packs that populated every corner of her high school. In college, there were simply fewer guys, and those she did meet were circumspect, "even shy."

Sophomore Jay Anderson knew of it even before he stepped foot on the USD campus. More of his female friends left high school headed for college than his male pals. "I'm not saying one sex is smarter than the other, but I think a lot of it has to do with the growing equalization between men and women," Anderson says. "And typically, guys out of high school go on to manual labor jobs, where women have more incentive to go on to college."

The gender gap these USD students see each day is neither a statistical fluke nor a quaint characteristic of private liberal arts colleges. Rather, it's a nationwide trend that for 25 years has slowly and quietly reshaped the face of college campuses, until they have become indelibly feminine — nearly 55 percent of the nation's undergraduates are women.

Not a huge imbalance, considering women slightly outnumber men in the United States. But enough to draw the attention of university administrators, educators and sociologists, who are beginning to question the theory of the early 1990s that it was girls who fell into the educational gender gap, held back from their true potential by dominant boys and teachers with pro-male bias.

Concern has reached such a peak that last fall, a Maryland liberal arts college with a 70 percent majority of women called a summit of national education officials to answer a question that three decades ago would be downright laughable: How do we get men to go to college?

**Nationwide,
the proportion
of men attending
college is declining
compared to
women, leaving
universities to
ponder a delicate
question: How to
maintain a gender
balance on their
campuses?**

"This is a very clearly defined result of the women's movement," says USD Provost Frank Lazarus, whose job 25 years ago as director of continuing education for Salem College was to recruit women to earn graduate degrees. "The women's movement helped to develop clear expectations for women, but a 'men's movement' never materialized."

Fifty years ago, barely a third of college students were women. By the mid '70s, women undergraduates pulled even with the men, the result of recruiting, a gradual opening of male-dominated businesses to women, and the return of mom, her kids now off to college, to the workforce. By 1979, the tide had turned — women surpassed men in college admissions for the first time in U.S. history.

Since then, women rode the wave while men seemed to disappear in it, until some educators could no longer ignore the trend. "There had been this mythology that all the numbers had been going in the right direction," says Goucher College president Judy Mohraz, who hosted last fall's symposium, "Fewer Men on Campus: A Puzzle for Liberal Arts College and Universities." "I think it came as a rude awakening that over three decades there has been a declining percentage of men going to college."

USD, which opened in 1949 as separate colleges for women and men, had more male students when the university merged its schools in 1972. The numbers shifted in 1977, and today the percentage of female

By Susan Herold
GAP

y and quietly reshaped

undergraduate students enrolled at USD is slightly above the national average, with 57 percent female to 43 percent male.

Like their counterparts at other liberal arts universities, USD administrators have grappled with the numbers, only to find themselves facing an unenviable and possibly unsolvable equation: How to manage the gender gap without discouraging either sex, or, equally as compelling a question, should the gap even be closed?

Controversial Issue, Controversial Reasons

"Women have done a great job of developing an interest in once male-dominated activities like athletics, business and the sciences," Lazarus says. "Because of that, we knew (this shift) was coming. The questions then became, how do you manage it; why would you want to stop it?"

It shouldn't be stopped, according to Joni Finney, vice president of the National Center for Public Policy and Higher Education. More women go to college than men, she says, simply due to economics — men still get better paying jobs than women without a college degree, so women need the education to level the playing field.

"Nobody made a big deal out of the fact that for decades, even centuries, there were more men going to college than women," says Finney, whose think tank views the gender gap as a non-issue. "The numbers now are just slightly greater for women. And it's due to the fact that for women, the economic returns of a college degree are much more significant than for men."

Even more emphatic is USD philosophy Professor Harriet Baber, who says the gap will only be closed once women achieve parity in the labor market. "Essentially, it's a matter of choice. Women have to be more qualified in any given field than men to get a job, and women choose to go on to college as a response to the discrimination in the labor market."

Others say the disparity is the result of boys falling behind girls in elementary and high schools. The reasons are as numerous as they are controversial: Three-quarters of students diagnosed today with learning or emotional disabilities are boys, with many of them on medication. Boys lack role models at home and in school — only 16 percent of elementary school teachers are men. Female students tend to be more cooperative than males, thereby viewed more favorably by their teachers. And men, no longer the societal breadwinners, have lowered their career expectations. All this leads, they say, to a gradual disinterest in education among males.

"I believe we first need to stop defining boys as the enemy, because they're not," says USD sociology Professor Anne Hendershott, who is writing a book on redefining deviant behavior. "We have been concentrating on girls, viewing them as the victim in schools, while active boys are being labeled deviant. The pendulum has swung so far toward women, that we need to get it back into balance."

e face of college campuses.



How to manage the gender gap w

Are Girls Better Students?

Academically, girls are one-third more likely to have earned an A average in high school. Girls consistently do more homework than boys. And girls take more advanced placement classes in high school. The 1996 National Assessment of Educational Progress, a comprehensive measure of student achievement levels, found that twelfth grade girls outscored boys by 14 points in reading and 17 points in writing.



However, girls still fall short of boys in some areas, particularly in math and science. The national placement study shows girls five points behind in math and eight points behind in science, and boys take more advanced classes in physics, chemistry and calculus. Perhaps most mystifying, boys continue to outscore girls in the crucial SAT college-entrance exam, scoring higher in math as well as the language section.

That prompted the American Association of University Women to follow up their 1992 study, *How Schools Shortchange Girls*, with a 1998 study that found while girls today take more math and science classes, boys still do better in them. But the report pronounced the most dramatic gap between the sexes in technology, calling computer science the "new boys' club."

"Girls make up only a small percentage of students in computer science and computer design classes," the report states. "Girls are significantly more likely than boys to enroll in clerical and data-entry classes, the 1990s version

of typing, and less likely to enroll in advanced computer science and computer graphics courses (17 percent)." It also cited facts that girls use computers less frequently outside the classroom and encounter fewer female role models in computer games or software.

What do these statistics mean? To educators, it's a sign that work still needs to be done to equalize education not only for both sexes, but improve it across the board. It also means encouraging females to take on non-traditional careers in the sciences and men to improve their communication and study skills.

"Our biggest concern in education," says Paula Cordeiro, dean of USD's School of Education, "is that middle group of students who aren't being reached, the ones who aren't in advanced placement courses or who aren't taking the SAT. We have to look at both of the sexes, and not view them as in competition. And more important than the gender issue is the ethnic diversity issue, where we still have a way to go."

The Impact of Too Few Men

If women tend to do better in school and want to go on to college in greater numbers, does it really matter? University administrators say it does for one key reason: A student body that better reflects society — race, cultures, gender, disabilities — makes for the ideal learning environment. Exposure to different views, opinions and personal beliefs enriches the university experience. To have classrooms skewed toward one sex or race that isn't representative of society will mean a tougher adjustment for students when they're out in the world.

There also are practical issues associated with a gender gap at universities, says Stephen Pultz, director of USD undergraduate admissions. Housing a greater majority of one sex sometimes creates logistical problems, and federal Title IX guidelines that require a balance in athletic teams among the sexes can be thrown out of whack.

"A lot of schools have had to do away with men's volleyball or take away a men's sport to comply with the growing number of women on campus. Unfortunately, sports end up being taken away, rather than added, at most of these schools," Pultz says.

What the gender gap means to college students is less clear. Students themselves say it has little impact on them academically, just slightly more socially.

"How women and men act in class usually has to do with their comfort level with the teacher. Neither sex seems to dominate the conversation," says sophomore Jay Anderson. "And socially, we tend to establish a group of friends and hang out with them. There's not a lot of exclusive dating."

Pre-med major Aisha Taylor agrees that dating is not an issue. Taylor is among the gender minority in her science classes, but in the majority in her literature courses. The only difference, she notes, is women tend to speak out more in liberal studies courses. "Women seem to be more sensitive to others comments and agree with each other, where the guys tend to disagree."

Some sociologists predict the gender gap won't become a social problem until after graduation, as women with degrees find fewer men with the same academic background. Freshman Jennie Wagner knows what she wants on that score: "I definitely expect the man I marry to have a college degree. If he doesn't, he won't be my husband."

without discouraging either sex,

Mentoring Boys Is One Solution

Some colleges have responded by designing their admissions materials with a masculine flavor. Others give men outright preference in admissions. The University of Georgia discovered how controversial that tactic was when it was sued by a woman who claimed she was rejected admission due to her sex. The school dropped the policy last year.

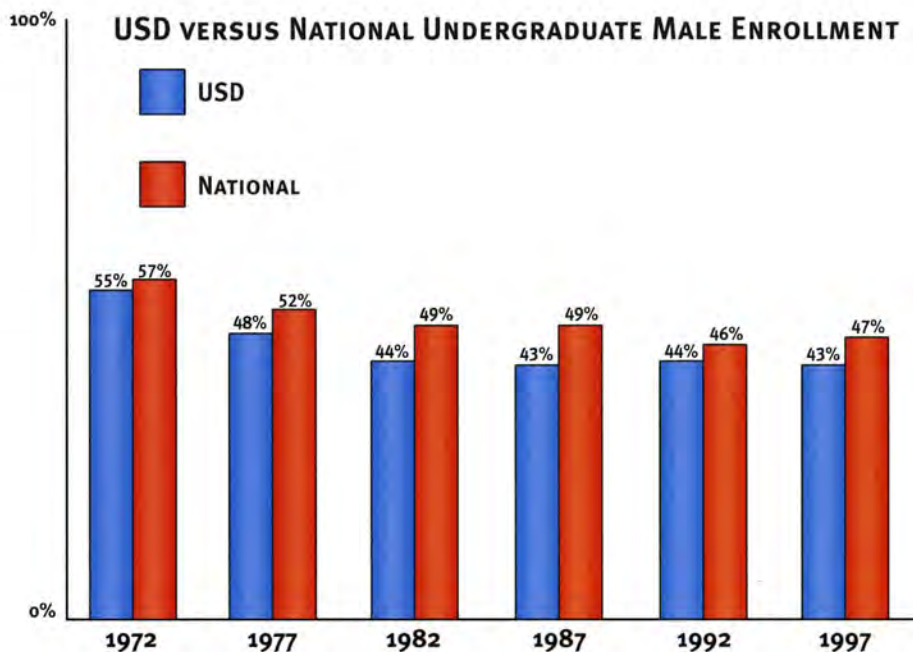
As head of USD admissions, Pultz says the gender gap has not been formally addressed by the university, but says most colleges try to provide an array of athletics and traditionally male degrees — engineering, sciences, business — to encourage men to enroll. He says it's also critical to work with the high schools and even elementary schools to ensure boys are provided enough information about higher education.

"I'm not sure we've necessarily tried to address it in any formal ways yet," he says of recruiting efforts. "We look to have a balance of cultures and ethnicity here, and little by little, the guys creep into the equation to some degree."

While last year's Goucher College gender summit failed to produce any solutions, organizers said it succeeded in raising the issue. They hope it will spark a debate on ways to increase expectations among young men of a college degree and expand their opportunities.

Lazarus, who introduced a college mentoring program for minority and disadvantaged youth at USD, sees the need for similar programs for boys. He predicts the gender gap will narrow if women continue to rise in their professions and society affords boys, as well as girls, strong encouragement in their education.

"Some 15 years ago, we were worried in the United States that we would fall behind in engineering and the sciences because it was predominately foreign students enrolled in graduate science and engineering programs," he says. "But the foreign students stayed; Americans began to enroll in greater numbers, and the United States is still at the forefront of technology. We are more productive and more diverse because of that, and I think the same will be true with this issue." ♣



Sources: USD Institutional Research, U.S. Census Bureau



the gap even be closed?

doing the

DO'

In the mad, mad, mad world of e-commerce, Hawaiian shirts, 18-hours days and wads of IPO cash are the new way USD grads get business done.



MIKE PAGANELLI, '93, '98
CHANGE.COM

T.C.O.M

by Michael R. Haskins

A month before graduation, senior Erica Bixby walked into an interview with a start-up Internet firm, nervous, tentative, unsure about what would be expected of her. She had dozens of questions about the company, its product, the employees, the business plan. Everything a young, talented business major would ask a potential employer.

After a grueling two-hour interview, she walked out with none of the answers.

Every time Bixby asked a question of the young CEO, she got the same response: I can't tell you. Even the company's name was a secret, too proprietary to reveal to potential employees. When offered the job, the 21-year-old had only her gut feeling about her potential boss and the recommendation of a USD graduate student employed by the company to go on.

She jumped.

"I couldn't pass up the chance to get into a new business from the very beginning and help build it from the ground up," says Bixby, hired as a one-person marketing and public relations department for StreamTone.com, which is developing new Internet sound technologies. "The Internet is probably the only place I'd get this opportunity."

Like many young business people — long on energy and ideas, short on résumé filler — Bixby is finding all the opportunity she can handle in the brave new world of electronic commerce, where there's cutthroat competition to find the next great Internet concept, throw it up on the Web and beat everyone else to the big bucks. Instead of starting at the bottom, clocking eight hours a day in a business suit and working their way up in huge companies, these Internet entrepreneurs are taking top spots in start-up mavericks and jamming their personal throttles to redline, working 18 hours a day to create the next great business niche on the Web.

And, by all accounts, having the time of their lives doing it.

"It's like being part of a strike force," says Mike Paganelli '93, '98 (M.B.A.), who quit as e-commerce guru for computer giant Gateway to help launch Change.com, a business-to-business Internet buying site. "Where else can you take a business from concept to launch in 90 days?"

try, try, again

Paganelli and Bixby aren't the types to worry about where their next job is coming from, either. They'll be happier if their respective businesses succeed, but like most young executives in the dot-com world, they have more offers on the table than they can handle. If one company fails, they move on to the next. The flow of venture capital to start-ups has slowed somewhat, and market corrections of overvalued companies have grounded plans for some companies planning initial public offerings (IPOs), but online spending is still expected to grow from \$28 billion this year to almost \$200 billion in 2005, and new niches are being filled by clever entrepreneurs every day.

"Some aspects of electronic commerce market, such as travel, seem saturated, but in others we've barely scratched the surface," says Professor Gary Schneider, author of the text *Electronic Commerce* and catalyst for the School of Business Administration's new master of science in electronic commerce degree (see page 20). "There are thousands of ideas still out there, and millions of people yet to be tapped."

And Internet entrepreneurs are willing to

try and fail. In the e-commerce economy, being part of an unsuccessful business isn't a stigma. Take Mike Corrales '98. When things didn't work out with WebEntrepreneurs.com, he bolted to ProFlowers.com, the top-rated site on the Web for sending flowers. Rather than critique the success of his previous company, ProFlowers took a look at the skills Corrales acquired and put him in charge marketing partnerships with companies like The Gap, Yahoo and Lycos. He's in no corporate straightjacket, though. A typical day — sometimes a typical hour — for Corrales might include jumping on the Web to implement graphic changes, brainstorming a new promotional concept with the marketing team, shooting out an e-mail survey,

...these Internet entrepreneurs are taking top spots in start-up mavericks and jamming their personal throttles to redline...

fielding customer service calls and chatting with the legal department about licensing new technology.

"I come to work every day knowing I could have the next great idea for our company, and that I can throw out that idea and people will listen," says Corrales. "The time from idea to implementation is virtually instantaneous, and the feedback from customers comes almost as quickly. This is the kind of industry I want to be in."

changes in attitude

Jeff Silver, a 1988 business graduate, had a good thing going as an investment banker.



MIKE CORRALES '98
PROFLOWERS.COM

Business School Launches E-Commerce Program

Whenever they met with e-commerce professionals, business professors Gary Schneider and Rahul Singh kept hearing the same refrain: not enough qualified people. So, in the spirit of the fast-paced e-commerce world, the two professors took the concept of a new master's degree in electronic commerce from concept to launch in less than six months.

Set to debut this fall, the degree is designed for entrepreneurs, managers of Internet-based ventures and managers with established firms undertaking e-business initiatives. Schneider and Singh got input from e-commerce pros and students in putting together the 10-course program, which includes Web site design, computer networking, online ethics and law, and Internet marketing. Rounding out the business side are classes in finance, supply management, project management and a capstone course in which students can work on a business plan for a dot-com start-up, an outline for an e-business initiative in an existing firm, or a detailed exploration of some aspect of electronic commerce.

"We spoke to the dot-com industry and they need management teams and don't have five years to groom them," says Schneider, adding that USD's will most likely be the first accredited e-commerce program in the region. "A lot of Web sites for very good

companies are done poorly because there is little communication between the tech people and upper management. Students will come out of this program knowing how to make business choices and how to carry them out from a technological standpoint."

Applicants are not expected to have prior e-commerce experience or an advanced business degree, but must hold a bachelor's degree, have at least two years of business experience, and submit their scores on the Graduate Management Admissions Test (GMAT). Courses will be offered at night for working professionals.

Concurrent with the electronic commerce master's program launch, the School of Business Administration is planning a new Institute for Electronic Commerce, which will bring together professionals in the field for workshops and seminars and create internship and in-class opportunities for students and faculty to work on e-commerce projects with local businesses.

For information, visit the Web site at ecommerce.acusd.edu or call (619) 260-4524.

On a pace to earn in the high six figures last year, he's one of those gonzo entrepreneurs who started his first business as a kid and had two or three different careers before age 30, making a good living at all of them. But like most of his entrepreneurial brethren, Silver always wanted to run his own show, to see if he could come up with the next Really Big Thing.

So last year, still putting in 80 hours a week in a San Francisco banking firm, the 34-year-old Silver started commuting on weekends to San Diego, working on an online amateur talent community dubbed Upstage.com. After six months of double duty, Silver quit banking for good, gave up the big paycheck and moved to San Diego.

The Upstage Web site launched in March, and the company is already creating an online stir with plans to give away more than a half million dollars in prizes to 14 amateur artists, musicians, models and actors. Strategy for building the buzz includes a European vacation for the prize winners, during which they will film a documentary of their exploits, talent contests in conjunction with corporate partners, an MTV-style "House of Talent" in San Diego and a nationwide network of college campus reps to promote the site.

Like most e-commerce ventures, Upstage isn't projected to return a profit for several years. Typical of non-retail start-ups, the company's revenues right now come almost exclusively from advertising, through banner ads on its Web pages and partnerships with offline corporations interested in reaching the site's audience through promotions. The competition for ad dollars is tough, however, and most sites look to sell "value-added" goods and services, such as upgraded membership benefits, to increase revenues. In the meantime, they try to get the most mileage out of whatever venture capital they can raise.

"We could market the site by blowing a million dollars on one television ad, a lot of dot-coms have tried that," says Silver. "But that's not the way to reach a college or high school audience. Trends in this generation are all about grassroots word of mouth, about what's cool with your friends. Traditional marketing is out."



So are a lot of other business traditions. Upstage's downtown San Diego headquarters has the standard cubicles, but the pool table in the reception area and the CEO's shiny motorcycle parked off the lobby say dot-coms do things differently. Nobody in electronic commerce wears a dress shirt, much less a tie. They play beach volleyball at two in the afternoon. Entire offices go clubbing on Tuesday nights. CEOs take their companies on rock climbing expeditions and mountain bike trips. Corrales sports a Hawaiian print shirt for his company's luau theme day, while Paganelli and his co-workers bleached, dyed and buzz cut their hair in a gesture of unity.

At the same time, they work under conditions that at most companies would spark a long line of human resources complainants. Job descriptions? What are those? You see something that needs doing, you do it. Site about to launch? Plan on working around the clock. Want your own office? Until the company gets going, forget it, you're working in the corporate equivalent of a college dorm. Salary? In the initial phases of most start-ups, the CEO often makes about the same as the intern: zero.

But the payoffs can be tremendous. In addition to escaping the button-down 9 to 5 world — Corrales quit a national rental car firm to do the dot-com, and Bixby says an internship at a large public relations firm taught her more than she wanted to know about being pigeonholed as a know-nothing novice — e-commerce entrepreneurs are in search of the holy grail: stock options. If a company succeeds and goes public, ground-floor stock options can create those overnight millionaires seen gracing the covers of *Time* and *Newsweek*.

"My husband and I are looking for a way to take our knowledge and find a business that will let us retire early," says M.B.A. student Cathy Pieroni, who along with her mate plans to launch a full-service Web site for consumers and utility companies to obtain and manage conservation rebates, such as those for low-flow toilets. "Without the staffing and space issues of a standard business, we can rely on our own capabilities to get us there quickly."

button down, no, business sense, yes

Freewheeling lifestyle and early retirement aside, the next wave of e-commerce entrepreneurs will have it a little tougher than their predecessors. Investors are still plenty interested in Internet business, but the days when two geeks in a garage can come up with some new technology and get a venture capitalist to throw a million bucks their way are numbered. Tech savvy can still take you to the top — 19-year-old Shawn Fanning developed Napster, software that allows Internet users to exchange music files, and ended up on the cover of *BusinessWeek* — but for most start-ups, a business plan that allows for managed growth and long-term stability is just as important.

"The beauty of the Web is that barriers such as expense, location and office space don't exist," says Schneider, who plans to bring in experts from the e-commerce trenches to address students in the new master's program. "But the basic principles of business — a solid product, proven customer base, a marketing plan, financial strategies — still apply."

Tom Breitling '91 stuck to business basics when he entered the highly competitive Internet travel market in 1998, focusing on a narrow segment of the market, building a brand, and providing better service than his competitors. From a one-room, one-phone agency specializing in reservations for Las Vegas hotels, Breitling and a partner built Travelscape.com, an industry leader in worldwide hotel reservations and travel

ERICA BIXBY '00
STREAMTONE.COM



packages. The company was acquired by Internet travel giant Expedia, which wanted a foothold in the lodging arena, and now books more than 1,500 hotels in 240 cities around the globe.

"Travel is the biggest e-commerce initiative, but the challenge is to get people from just planning and shopping on the Web to making purchases," he says. "We customized sites for our hotels, made the booking process easier for the customer and guaranteed the lowest rate. With the right combination of convenience and price, we seized the opportunity to become a leader in a crowded field."

Although bigger companies are catching on to e-commerce and putting their massive resources to work buying up smaller dot-coms and consolidating travel, auction and retail markets, two- or three-person shops still have the advantage when it comes to innovation.

Rather than competing with the big boys in the e-commerce arena, M.B.A. student Roger Chan is stepping into the world of mobile commerce, or m-commerce. He's designing software that will work with existing palmtop computers and mobile phones to constantly update business travelers on the status of their flights and provide re-routing or alternate purchase options if airline flights are delayed or canceled. When the system is up and running, Chan will expand the fee-based services to include rental car and hotel options, and travelers who used to spend hours in customer service lines in the airport will make their own arrangements in minutes.

"It's the basic business plan: taking advantage of where industry and personal needs are going," says Chan, who anticipates a test of his technology this fall. "People are willing to pay to reduce the hassle of traveling. By piggybacking on existing hardware, the business doesn't require a huge capital investment."

the big picture

Huge corporations and start-ups alike make the same kinds of mistakes by jumping onto the Web without thinking through all the

potential pitfalls, says Suzanne Phillips, a 1999 master's in international business graduate and now an e-business consultant for PricewaterhouseCoopers LLP. Without a plan that incorporates needs such as security, tax and legal issues, implementation plans, day-to-day operations strategy, backup systems, and ability to deliver service effectively, e-businesses are dead in the water — or more accurate, dead on the Web.

"The main reason start-ups fail is they have a great idea but lose control of how that idea is implemented," says Phillips. "When it comes to the Web, the urge is to do things as quickly as possible, but that can blow up in your face."

Planning for success means seeing the big picture, something that management at both start-ups and large corporations still find difficult when it comes to e-commerce. Experts predict that will change as the distinction between business and e-business slowly disappears, and the Web, instead of being viewed as an exotic extension of standard business, becomes as integral to commerce as the telephone.

In the meantime, a savvy team is key to implementing a successful e-business. Phillips says the common trait of top e-commerce firms is a solid management team that includes the right combination of business and technology pros. If a company's strategy is good but it doesn't have the people to carry it out effectively, somebody else will grab the idea and run with it.

In a world where new technologies are introduced daily and long-term strategy means thinking two years ahead, the risk of failure always looms. But so does the potential for success. Even those most savvy about the field admit they haven't the slightest idea what the e-commerce arena will look like in the future, they just know it will be big. It's open season, and everyone wants a hunting license.

"Keeping up with what's new in e-commerce is like trying to drink from a fire hose," says Schneider. "Today people are coming up with things that weren't dreamed of yesterday. It's a high velocity world, and everyone wants to be along for the ride." ♦



ROGER CHAN



CATHY PIERONI

do-it-yourself.com

WHO: Jeff Silver '88, 34, Co-CEO

SITE: Upstage.com

LAUNCH DATE: March 2000

WHY IT'S HOT: Sending 14 amateur artists on a European barnstorming tour, first step toward becoming the next MTV.

WHO: Roger Chan, student, 29, Founder

COMPANY: Mobile Jumpstart Company (MJC)

LAUNCH DATE: 2001

WHY IT'S HOT: Wireless reservations system means never sleeping in an airport again.

WHO: Cathy Pieroni, student, 37, Founder

SITE: ToiletRebates.com,

GreenRebates.com

LAUNCH DATE: Late 2000

WHY IT'S HOT: Nobody's pulled together the utility rebates market; millions of built-in consumers waiting.

WHO: Tom Breitling '91, 31,

Co-Founder and COO

SITE: Travelscape.com

LAUNCH DATE: 1998

WHY IT'S HOT: Currently books 100,000 rooms a month, while online travel industry projected to top \$11 billion by 2002. You do the math.



TOM BREITLING

ALUMNI GALLERY

If you would like to volunteer for class chair, co-chair or correspondent, please contact the Office of Alumni Relations at (619) 260-4819 or (800) 248-4873, ext. 7.

Due to the volume of Alumni Gallery notes, class years without new information are not printed. Notes published are reserved for significant new developments in career or family life. Notes may be edited for space. If your class has a correspondent, please send news directly to them rather than the magazine.

•1960•

40 Year Reunion Celebration
October 6-8

CLASS CHAIRS

John J. Bowman
Karene (Lemke) Evenson

CLASS CORRESPONDENTS

Simone Gennette Ostrander
543 North Trout Lake Drive
Sanger, CA 93657

Pat Gannon Roberts
1426 Boyle Avenue
Escondido, CA 92027

UNDERGRADUATE ALUMNI

Ronald House (J.D.'64) is an attorney in San Diego and serves as general counsel to the San Diego Regional Center for the Developmentally Disabled. Ronald and his wife, Sharon, live in Pacific Beach and are enjoying their first grandchild, Natasha, 1.

•1962•

CLASS CHAIRS

Janet (Halla) Trily
Ned Wilson

UNDERGRADUATE ALUMNI

William Ambre retired from the U.S. Air Force in 1986 and then retired from the private sector in

1995 from Northrup-Grumman. William is a part-time real estate agent and is involved in various parish organizations. His wife, Joyce, retired in July as an elementary school principal.

•1965•

35 Year Reunion Celebration
October 6-8

CLASS CHAIRS

Maureen Buckley
Dennis Wick

CLASS CORRESPONDENT

Karen (Graham) Thielke
19518 14th NW
Seattle, WA 98177-2702

UNDERGRADUATE ALUMNI

Rita Jean Childs and her husband, John Schumacher, recently merged their two businesses and are simplifying their lives. Rita produced an audio tape marketed nationally called "Defrag," which features ways to get rid of clutter and fragmented living. ... **Jo Ann (Kozicki) Fritschel** is in the first wave of people in the San Diego school system to qualify as a peer coach/staff developer. Her classmate, **Ginny (Conway) Curran** also qualified in the first group. ... **Lawrence Gray Jr.** and his wife, **Patricia (Giraldin) Gray** became grandparents last May to Emily Catherine Gray, born to their son, **Larry Gray III '86**. ... **Kathy (Steves) McDonnell** has seven grandchildren and keeps busy with golf and traveling in a motorhome. Kathy's husband, **Michael McDonnell**, practices criminal defense law in California. ... **Dennis Wick**, who received the USD Bishop Buddy Award in 1999 for his work as a special education teacher, was named Los Angeles County Special Educator of the Year for his work at Antelope Valley College and as area director of the Special Olympics.

•1968•

CLASS CHAIRS

Sandra (Kiszla) Chew
Walter Johnston

CLASS CORRESPONDENT

Moiria Lees
11806 Gorham Avenue
Los Angeles, CA 90049

UNDERGRADUATE ALUMNI

Sandra (Kiszla) Chew is a senior technical writer for Qualcomm and is studying screenwriting at UCLA. She just completed her first screenplay.

•1970•

30 Year Reunion Celebration
October 6-8

CLASS CHAIRS

Rosemary (Masterson) Johnston
G. Vincent Reardon Jr.

UNDERGRADUATE ALUMNI

Carol (Mikesell) Frey has authored seven books on historical genealogy and is working on a master's degree in geology from the University of Texas/Dallas. ... **James Hutton** is director of instructional technologies at Ashland University and teaches instructional technology and design. James also consults with local school districts to increase student proficiency using Web-based instruction. ... **Wilson Shepherd** is enjoying his retirement of six years horseback riding in the Blue Ridge Mountains and visiting his grandchildren in France. "Miss San Diego weather but enjoying the beautiful trees and green fields."

•1973•

UNDERGRADUATE ALUMNI

The Rev. **Michael Backlund** (M.A. '75) works with inmates at the San Francisco County jails as a clinical psychologist and serves as associate priest at Trinity Episcopal Church in San

Francisco. He also shows his champion Jack Russell terrier and raises orchids in his greenhouse.

•1975•

25 Year Reunion Celebration
October 6-8

CLASS CHAIR

Dennis Blair

CLASS CORRESPONDENT

William Uberti
15660 Southwest 123rd Avenue
Miami, FL 33177

UNDERGRADUATE ALUMNI

John Angus is a professor of mathematics at Claremont Graduate University and also consults to Raytheon Systems Company on the FAA Wide Area Augmentation System, a satellite-based navigation system for commercial aircraft. ... **Amalio Madueno** works in community supported agriculture, food manufacturing and micro-enterprise development in the upper Rio Grande region. ... **Michael Menghini** is a winemaker in Julian, Calif., and has been attending classes at Cal-Poly to expand his winery. ... **Patricia A. Stiles** spent five years beginning in 1987 as a Catholic missionary volunteer, working in Provo, Utah, Mississippi and Santa Fe, N.M.

•1976•

CLASS CHAIRS

Randy Klotz
Maureen Phalen

UNDERGRADUATE ALUMNI

Mary Therese Naugle works at Ronco Corp. in customer service and teaches piano and English as a second language.

ALUMNI GALLERY

•CLASS OF '71•

Mission Accomplished



His former Navy SEAL charges would be proud. Charles Gibb refused to surrender to overwhelming odds, persisted in the face of near-certain failure and finally prevailed. In May, the 1971 political science graduate — and former Navy officer in charge of a special warfare group that included SEAL teams — achieved his objective. At age 73, Gibb published his first book.

"I've got enough rejection slips to wallpaper the house," Gibb jokes of the seven years and countless revisions it took for *Murder on the Cocktail Circuit* to become reality.

"I worked with an agent for two years to find a publisher. She loved the story, but no publisher would touch it. It's very tough for new writers to break through."

Gibb says there were several times when his frustration nearly got the better of him. The encouragement he received from his brother, Richard, kept him hammering away, tinkering with the story after each successive rejection. Then one day last winter, Gibb read a magazine article about the impact of the Internet on book publishing. He contacted iuniverse.com, an online publisher, which bought his novel and is offering it online at Web sites owned by Barnes & Noble, Amazon.com and Border's.

Murder on the Cocktail Circuit draws heavily from Gibb's military experience. The protagonist, not coincidentally a SEAL commander, is sent to the flagship of the Sixth Fleet — the route it takes from port to port is known as the cocktail circuit in Navy slang — ostensibly to offer protection to the ship's admiral. But he's actually on a covert mission

to locate a Libyan factory that can manufacture laptop computers containing atomic bombs.

"I knew a lot of SEAL commanders and I'm familiar with SEAL operations," says Gibb, whose 27-year military career culminated with a stint in Vietnam before he retired as a lieutenant in 1969. "That helped a lot, but I really just made the story up as I went along. I kept writing and writing, and it was almost as if the thing took on a life of its own."

Gibb is now hard at work to prolong that life. Though iuniverse.com went to the trouble of securing permission from the Navy to use the SEAL logo on the book's cover, it provides no marketing support for its titles. To make the book a commercial success, Charles Gibb the author doubles as Charles Gibb the press agent.

"I send copies to the book review editors, to my family and friends, anything I can do to get the word out," Gibb says. "I've worked seven years for this book to be a success, and I'm sure not going to stop now."

and husband John, but does some part-time consulting. ... **Jil Goebel** (M.B.A. '80) and her husband, Randy Castleberry, co-own a marketing and public relations firm in Colorado Springs, Colo. The couple have one son, Parker, 9. ... **Nicholas Krall** hires and trains branch managers for Citigroups International and plays Irish and American folk music throughout the Los Angeles area. ... **Barbara O'Brien** retired last December and is traveling and skiing as much as possible with her husband, Robert. ... **Martin Van Tassel's** wife, Elizabeth, recently established her own dental practice in Petaluma, Calif. Martin works in insurance.

•1981•

CLASS CHAIR
Hugh Swift

CLASS CORRESPONDENT
Lisa Sill
10720 Ohio Avenue, #12
Los Angeles, CA 90024

UNDERGRADUATE ALUMNI

Virginia Infantino (M.R.E. '85) is director of evangelization and catechetical ministry for the Diocese of San Diego, and has six children and six grandchildren. ... **Richard Logsdon** is a teacher in Cupertino, Calif., and writes: "Proud to be facing life openly as a gay man with my partner in life, Jim."

•1977•

CLASS CHAIR
Sam Dove

CLASS CORRESPONDENT
Michael Aeling
48 Darlene Street
St. Paul, MN 55119-4908

UNDERGRADUATE ALUMNI

Terri (Ketchum) Cleveland is busy with her 3-year-old son and 18-year-old daughter, as well as community Bible study and the Malibu Republican Women Federated.

•1978•

CLASS CHAIR
Stephen L. Plourd

UNDERGRADUATE ALUMNI

Melanie (Duchesne)

Lewandowski teaches a graduate special education assessment class at Saginaw Valley State University in addition to her duties as a teacher consultant for the Saginaw Intermediate School District.

•1980•

20 Year Reunion Celebration
October 6-8

CLASS CHAIR
Carrie (Galvin) Dern

UNDERGRADUATE ALUMNI

Diane Barry is a podiatrist for Kaiser Permanente in Baldwin Park, Calif. Diane and her husband, Paul Branks, have three children: Katherine, 8, Andrew, 6, and Annemarie, 5. ... **Carrie (Galvin) Dern** has taken an extended sabbatical from her retail asset management position to spend time with her three daughters, ages 5, 13 and 15,

•1982•

CLASS CHAIR
Richard Huver

UNDERGRADUATE ALUMNI

Marie (Zegler) Beaulieu is a day trader and has a 3-year-old son, Austin Cole, with her husband, Dennis, a Federal Express pilot.

ALUMNI GALLERY

•1983•

CLASS CHAIR

Chris Pascale

CLASS CORRESPONDENT

Rick Sanchez
1453 West Kesler Lane
Chandler, AZ 85224
e-mail: rsanchez@ionet.net

UNDERGRADUATE ALUMNI

Christopher Martinez, a senior underwriter for FINOVA in Dallas, drove to Austin, Texas, last winter to watch the USD basketball team play against the University of Texas. Christopher is married to **Regina (Boulay) Martinez '81**.

•1984•

CLASS CHAIR

Tim Huckaby

CLASS CORRESPONDENT

Norma Samaniego
489 Pescado Place
Encinitas, CA 92024
e-mail: normasamaniego@rkei.com

UNDERGRADUATE ALUMNI

Debra (Price) Andersen retired in 1984 to care for her two boys, ages 4 and 6, whom she home-schools. She also completed writing a cookbook, *Meals for a Month*, with co-author Dee Melanesa. ... **Steve Ast**, who works for Shasta Industries in Phoenix, writes: "Between raising my family and managing my business, I'm trying to remember all the fun I had in college." ... **Andrea Basque** and husband Jeff Gamer recently completed hiking the southern 1,500 miles of the Continental Divide Trail. After the trip they moved to Portland, Ore., where she works for Intel in the finance information systems department. ... **Teresa Pesqueira-Botto** has left her work in human resources to care for her 2-year-old child. ... **Jerry Ralph** was named College Hall of Fame High School Coach of the Year and the San Diego

Charger High School Coach of the Year at Santana High School for leading the team to an 11-1 record. He will coach for St. Augustine High School in San Diego for the 2000 season.

•1985•

15 Year Reunion Celebration October 6-8

CLASS CHAIR

Maggie Keller Hawblitzel

CLASS CORRESPONDENT

Katie (O'Rourke) Delano
425 Yale Avenue
Coalinga, CA 93210

UNDERGRADUATE ALUMNI

William Bradley has three children, Paul, 8, Heather, 4, and Christina, 2, with his wife of 10 years, Paula. The family lives in Middletown, N.J. ... **Paula (Reno) Charbonneau**, a legal assistant, has two children, Brett, 5, and Alexa, 3, with her husband of 10 years, Jim. ... **Leila (Clements) Gagnon** has three children, Eric Joseph, 1, Nick, 4, and Brielle, 8, with husband Paul. ... **Eric Johnson** has owned a roofing business for 10 years and is vice president of the San Diego Roofing Contractors Association. ... **Michael McIntyre** (J.D. '88) is a trial attorney with the employment litigation division of the U.S. Air Force. Michael was promoted to major in 1997 and recently tried a case before the U.S. Supreme Court. ... **Michael Naugle** (M.A. '89) teaches English as a second language at the Braille Institute in Los Angeles. ... **James Sargeant** and his wife, **Pam (Pilger) Sargeant '84**, have a 5-year-old son, Nicolas, who enjoys the beach and bike-riding with his parents. ... **Claire (Childers) Winston** (J.D. '91) works part-time as an attorney in Kansas City, Mo., where her husband works for the Kansas City Chiefs. They have two children, Cameron, 5, and Alanah, 1.

GRADUATE AND LAW SCHOOL ALUMNI

William Goren (J.D.) finished a year as assistant professor and chair of the paralegal studies program at MacCormac College in Chicago. He also published a book, *Understanding the Americans With Disabilities Act: An Overview for Lawyers*, published by the American Bar Association. ... **Bobby Santillan** (M.A.) is chief special education administrator for the Santa Ana Unified School District and lives in Oceanside, Calif., with his wife and four children.

•1986•

CLASS CHAIR

James Pierik

CLASS CORRESPONDENT

Shannon Smith
520 E. 76th St.
No. 12-B
New York, NY 10021
email: shsmith@dlj.com

GRADUATE AND LAW SCHOOL ALUMNI

Timothy Ronstadt (M.B.A.) is international sales manager for Core Laboratories in Houston. Timothy and wife Val have three children, Tori, 15, Elias, 11, and Mitch, 8, who keep busy with lacrosse, soccer, scouting and school.

•1987•

CLASS CHAIR

Philip Welp

CLASS CORRESPONDENT

Niamh Foley Homan
1479 Wild Inslane
Orange Park, FL 32073-7071

UNDERGRADUATE ALUMNI

Robert Augustine worked for two years with the Republican National Committee as an adviser, and spent two years in Europe working in marketing before joining Y & A International, where he has worked for the past five years. ... **Anna (Hernandez)**

Sanzo (M.A. '92) is a homemaker with two children, Jack, 3, and Wyatt, 2. ... **Mark Sitter** and his wife, Naoko, moved into their new house in Lititz, Penn., in January. ... **Jack Tade** was recently promoted to deputy group controller for SAIC in Arlington, Va., after passing the CPA exam on his first try.

•1988•

CLASS CHAIR

Jacki (Cepé) Lake

CLASS CORRESPONDENT

Joannie (Santoni) McLoughlin
11454 Eastridge Place
San Diego, CA 92131

UNDERGRADUATE ALUMNI

Sharie (Johnson) Altomare (M.A. '92) is a full-time mom since the birth of her 3-year-old daughter, Carla Marie. Sharie's husband is **John Altomare** (J.D. '91). ... **Erik Peterson** is an eighth grade teacher at Oak Creek Intermediate School in Bass Lake, Calif., teaching Spanish, history, math and science. He also coaches varsity football at Yosemite High School. Erik and his wife, Leslie, have a daughter, Page, 3.

GRADUATE AND LAW SCHOOL ALUMNI

Jaime Altimari (J.D.) is the arbitration administrator for the 18th Circuit, the second largest arbitration program in Illinois. The 18th Circuit covers the area outside Chicago.

•1989•

CLASS CHAIR

Tom Gorman

CLASS CORRESPONDENT

Colleen Blackmore Pappas
6910 Blue Orchid Lane
Carlsbad, CA 92009

UNDERGRADUATE ALUMNI

Lisa Anderson-Pigeon is a full-time mother to her three children with husband **Raymond Pigeon '86**,

ALUMNI GALLERY

who started his own internal medical practice near Mercy Hospital in San Diego. ... **Tony Lombardo** recently moved from San Francisco to Newport Beach, where he works for JMG Capital Partners.

1990

10 Year Reunion Celebration
October 6-8

CLASS CHAIR

Estela Lopez

CLASS CORRESPONDENT

April (Flores) Goodjohn
7187 Willet Circle
Carlsbad, CA 92009

UNDERGRADUATE ALUMNI

John and Karen (O'Brien)

Abbate made an important decision when Karen took a year's leave of absence from her job with the Merced City Schools to stay at home with their new son, Matthew. ... **Paul Abbott** found time away from his job as an editorial assistant with the *San Diego Reader* to start a new record label, Rhythmicon Records. ... **Joseph Alfrey** is a senior financial analyst at Alaris Medical Systems in San Diego. He and his wife, Devonee, celebrated the first birthday of their son, Patrick Thomas, last January. ... **Kaream Assi** is the owner of Kaasi International, Inc. in San Diego. ... **Jeff T. Collins** is an attorney in Phoenix. ... **Melissa (Lester) Collins** and her husband, Tim, are keeping busy with their daughter, Meghan, who will be 2 this fall. ... **Caroline Cook** is a pediatric occupational therapist in Laguna Hills. ... **R. Neal Curry** is teaching at Rancho Bernardo High School in Rancho Bernardo, Calif. ... **Bridget (Conway) Dawson**, husband Hanley and daughter Emilie Marie recently moved from Chicago to Glenview, Ill. ... **Dawn Formo** is an assistant professor of literature and writing at Cal State San Marcos. ...

Kimberly (Kelly) Franklin was recently named vice president-recruitment, for IndyMac, Inc., in Pasadena, Calif. ... **Adriano Fumo** and his wife, **Beth (Psomas) Fumo**, live in the Scripps Ranch area with their twin boys. Adriano is the import wine specialist for Southern Wine & Spirits and Beth is a substitute teacher in Valley Center. ...

Stacey (Gruenewald)

Halebsky lives in Paso Robles with her husband, Bret. Their son, Brandon, was a year old in April. ... **Richard Hell** and his wife **Kimberly (Jimenez) Hell** have left Arizona for Monterey, where Richard will pursue his practice as a gastroenterologist. ... **Kelly Lawrence**, having returned to the United States after five years abroad working in real estate development, has started a real estate management company in Wyoming. ... **Gerard and Kelly (Chavez) Leonard** recently celebrated their fifth anniversary. He is a sales representative with Traveller's Bank; she is a title assistant with First American Title. ... **Sybil (Schlotman) Lynch** works at CD Marketing in Alamo, Calif. She and her husband, Clinton, also are busy with their daughter, Madelyn, who will be 2 this fall. ... **Yasmin Massis-McIntyre** is working from home as she spends time with her daughter, Kemi. ... **Todd Miccio** is a firefighter in Denver. He and his wife, Darcy, are the proud parents of a baby boy. ... **Hai Nguyen** received his D.D.S. degree from the University of Southern California and is practicing in a Los Angeles dental clinic. ... **Christopher Olsen** has launched a real estate management company in Little Rock. ... **Michelle (Thompson) Neubauer** is completing her Ph.D at the Virginia Institute of Marine Science. ... **Kimberly (Schroek) Overcast** was promoted to cash shortage analyst at Macy's. ... **Rachelle Reed** (M.Ed. '93) teaches at the University of Hawaii, where she supervises secondary school

student teachers. ... **Valerie (Sotto) Saracco**, a financial analyst with Merrill Lynch, and her husband are busy with their daughter, Cloe, while they furnish their new home in Lanikai, Hawaii. ... Lt. Cmdr. **Alessandro Stamegna** is the supply officer for the Fleet Technical Support Center at Pearl Harbor. ... **Sharon Taylor** is teaching an alternative education program for at-risk seventh and eighth graders in Anchorage, Alaska. ... **Daron Watts** is an attorney at Sidley & Austin in Los Angeles. He and his wife, Monique, will celebrate their daughter's second birthday in December. ... **Barbara (Cook) Young** lives with her husband, an English history professor, and their three children in a small village outside of Oxford in England.

1991

CLASS CHAIR

Rick Apel

CLASS CORRESPONDENT

Glenn Hickok
5060 La Jolla Blvd., No. 3A
La Jolla, CA 92109

UNDERGRADUATE ALUMNI

Mary (Wilson) Anguiano is a stay-at-home mom and is working on a master's in accounting at San Diego State. She volunteers with a program that provides services to low-income families and lives in San Diego with husband Fernando. ... **Kimberly (Ostwald) Fitzpatrick** is working on a teaching credential in Scottsdale, Ariz., where she lives with husband John. They were married in April 1999. ... **Michael Quinn** is a lawyer with Higgs, Fletcher & Mack in San Diego, where he lives with wife **Melissa Scheller '92**.

1992

CLASS CHAIRS

Charlie Bush
Greg Weaver

CLASS CORRESPONDENT

Mike Williams
1020 Honeysuckle Drive
San Marcos, CA 92069
e-mail: mikewill2@hotmail.com

UNDERGRADUATE ALUMNI

Jennifer Carter is a preschool teacher in La Mesa, Calif. ... **Melissa (Childs) Clark** and husband **Jeffrey Clark '97** (J.D.) recently celebrated their fourth anniversary. She's an auditor and he is an attorney in downtown San Diego. ... **Christopher Daniel** is a grants specialist with Catholic Relief Services and just returned from a stint in Haiti. He lives and works in Baltimore. ... **Meighen Miller** is the vice president for marketing-Internet at Robertson Stephens in San Francisco. ... **Deborah Negulescu** and her husband live in Del Mar, Calif., where she stays at home with their children, PJ, 2, and Alexander, 1. ... **Serle (Eda) Stolasz** was recently reappointed to the board of directors of the Girl Scouts of Rhode Island and was selected as a delegate to the Girl Scouts USA Triennial National Convention. She and husband Joseph live in Providence, R.I. ... **Megan (Shaw) Wallace** is a special agent with the U.S. Customs Service and lives in Chicago. She and husband John were married at Lake Tahoe last summer.

GRADUATE AND LAW SCHOOL ALUMNI

Edward Rogan (J.D.) is an associate at Lillick & Charles in San Francisco, where he lives with wife Terry and their baby boy, Eamon Patrick.

1993

CLASS CHAIR

Houssam Aboukhater

CLASS CORRESPONDENT

Hays (Fram) Padmos
9832 Crystallo Court
Parker, CO 80134

ALUMNI GALLERY

UNDERGRADUATE ALUMNI

Michaela Anoché is an English as a second language and history teacher at Bell Jr. High in San Diego. ... **Andrea (Myers) Cabrera** left her job at the San Diego Zoo to "pursue a mothering career." She and husband Humbert live in Spring Valley, Calif., with their three girls. ... **Susan Collins** is working on a master's in Spanish from Middlebury College and is studying in Madrid, Spain. She will return to her teaching job at Foothill High in Santa Ana this fall. ... Capt. **Jeff Ertwine** flies FA-18 jets for the Marine Corps and spent two months in Hungary flying missions over Kosovo. He and wife Meeghan live in South Carolina with their 2-year-old son, Colby, but plan a move soon to Quantico, Va. ... **Brent Hodges** is the tax manager for Franchise Finance Corp. of America in Scottsdale, Ariz., where he lives with his 4-year-old son, T.J., and flies planes in his spare time. ... **Peter J. Thompson** is an equity trader for a hedge fund in Minneapolis and is busy keeping up with his 1-year-old son, Adam.

•1994•

CLASS CHAIR

Tom Vertetis

CLASS CORRESPONDENT

Lauren (Riaski) Young
7948 E. Vassar Drive
Denver, CO 80231

UNDERGRADUATE ALUMNI

Valerie Attisha is an associate director for special programs at the San Diego Foundation. She reports that she and **Jennifer Smith** went to South Africa in December for a safari and sightseeing. "We were about a foot away from lions, leopards and elephants." ... **Donna (Wright) Cook** and husband Shane live in Springfield, Mo., where she is starting a career in medical transcription. The couple have a daughter, Madelline Marie, 2. ...

Kerri (Harlin) Gonzalez (J.D. '97) and husband **Roberto Gonzalez '98** ran their first marathon together in March and bought a house in Lakewood, Calif., last August. ... **Lori (Hone) Martinez** recently moved from San Diego to Oak Harbor, Wa., and is an office manager and planner for a consulting firm there. She and her husband, David, have a son, Adam, 1. ... **Jonathan Sackett** finished work on a master's in health administration and business administration from Saint Louis University. He and wife Sonji live in St. Louis. ... **Jay Vigeland** founded an Internet start-up company, Efinity, Inc. He and wife **Kristin Chapman '95** live in Newport Beach, Calif.

... **Michelle Walters** is a third grade teacher at Richard Crane Elementary in Rohnert Park, Calif. ... **Eddie Williams** is an eighth grade math teacher in Chula Vista, Calif., and shapes surfboards for Wet Willi Surfboards. He travels and surfs Northern Baja California frequently.

GRADUATE AND LAW SCHOOL ALUMNI

Kelli Williamson (M.A.) is a marriage and family therapist in Seattle.

•1995•

5 Year Reunion Celebration
October 6-8

CLASS CHAIR

Jennifer McCann Vertetis

CLASS CORRESPONDENT

Eric Ludwig
2240 Eucalyptus Avenue
Escondido, CA 92029
e-mail: cmc71b@prodigy.com

UNDERGRADUATE ALUMNI

Rae Lynn Alvarado is a second grade teacher in Altadena, Calif., and just finished a master's in education. She also teaches a graduate children's literature class at the University of LaVerne. ... **Kimberly (Curto) Athans** is a high school English teacher in Vista, Calif., and just bought a home in nearby San Marcos. She's completing a master's in education. ... **Kevin Barrett** started his own CPA business in San Diego and loves to travel. ... **Douglas Barry** is a controller with Golden Hills Broadcasting

•CLASS OF '83•

A Life-Changing Vision

An eye doctor in San Diego, Chris Gualtieri was looking for inspiration earlier this year.

The 1983 Alcalá Park graduate had put together a comfortable little practice in the Banker's Hill area of San Diego, yet something was missing. He wanted to find a way to use his talents that not only would change other's lives, but change his life as well.

His search ended south of the border.

"I guess it was simply a desire to do something that probably would not happen otherwise," says Gualtieri of his monthly travels to Tecate, Mexico, to perform eye surgeries on residents who cannot afford health care.

"Some of these people can barely see their hands in front of their faces," he says of his patients, who primarily suffer from cataracts. "It's a wonderful, life-changing experience for them."

Gualtieri is one of a handful of San Diego eye surgeons who travel to poor areas of Baja as part of the Flying Samaritans project. He first heard about the project at a San Diego Ophthalmology Society meeting, and something clicked.

"It was always in the back of my mind that I wanted to do something like this," says Gualtieri. "It's not that I don't enjoy my work here — I do. But sometimes it's rewarding to see your work make such a tremendous impact on not just one person, but that person's whole family."

The Flying Samaritans also travel to Ensenada, Rosarito, El Florito and Erendira. Most of the eye

doctors' patients are senior citizens. Occasionally, one of the doctors will correct a child's crossed eyes.

After earning his medical degree from the University of Arizona in 1990, Gualtieri worked as an urgent care physician in San Diego. He then did a three-year ophthalmology residency at Wake Forest University's School of Medicine, and spent another three years in private practice in North Carolina.

His return to San Diego last July gave him the opportunity to expand his professional life into something much more personal.

"It's like giving a gift to someone for whom it really, really means something," says Gualtieri, who typically sees 20 to 30 patients a day while in Mexico.

"These people have never seen an eye doctor and they would be blind for the last years of their lives. It's everything to them."



ALUMNI GALLERY

in Denver, Colo. ... **Jennifer Bowden** works for the SFI Foundation in Poway, Calif. ... **Ryan Brach** is the general manager of the Boise Hawks, the Single-A affiliate of the Anaheim Angels. ... **Timothy Bray** is a law student at Northeastern and interned for the U.S. Court of Appeals for the First Circuit. He and wife **Alison (Maas) Bray '95** would like to hear from other USD graduates in the New England area. They can be reached at t.bray@nnet.neu.edu. ... **Amy Brown** is serving an internship in child clinical psychology at UNC-Chapel Hill School of Medicine. She will graduate with a Ph.D. this summer. ... **Karen (Merk) Buchholz** and her husband just bought a home in Temecula, Calif., where she's planning to work in the local school district. ... **Dominique Dudine** has worked for AirTouch Communications for four years and is a major account representative in San Diego. ... **Heather Fleming** is a brand manager with Dell Computers in Austin, Texas. She earned a master's from Thunderbird University in May 1999. ... **Michael Fridolfs** and his wife bought a home in Rancho Bernardo, Calif. The couple have a son, Ryan Slater, 1. ... **Latrina (Williams) Graham** recently earned a promotion in the claims department at Geico and lives in San Diego with her husband and 2-year-old son Elijah. ... **Mary (Hanna) Hoffman** is a part-time teacher in Alpine, Calif. She and her husband live in La Mesa, Calif., where she tends to their daughter, Emily Elizabeth, 2. ... **Jarrett Kotrozo** is a senior financial analyst with Revlon in Phoenix. He earned a master's in management at Georgia Tech and bought a new home in Gilbert, Ariz. ... **Eileen (Peaper) Krock** and husband Joe just moved to Manhattan Beach, Calif., from Chicago. She teaches second

grade in nearby Santa Monica. ... **Casey Lawyer** is a guidance counselor, athletic director and girls' volleyball coach at Lutheran High School in San Diego. ... **Michelle Ann Maroot** owns Montage Restaurant and just bought a home in Fresno, Calif. ... **Nessie (Wincapaw) Martin** retired from the Navy in June 1998 and is working as a senior logistician in Chantilly, Va., where she lives with her husband. ... **Peter Muzzy** is the district manager of sales for Johnson Bros. of Hawaii. He's also a surf instructor at the Sheraton Hotel on Kauai's south shore and reports he is "loving life." ... **Christopher Parta** is an IT specialist at Francis Parker School and recently went on a three-month backpacking trip through Thailand, Cambodia, Vietnam and Malaysia. ... **Rodrigo Sales** earned an MBA at Stanford last year, got married and started an Internet company (AuctionWatch.com). ... **David Salisbury** is the national marketing manager for ARRK Product Development Group, a prototype and product development firm in San Diego. ... **Je'Nelle Smith** works for the Chubb Group, an insurance producer. She's lived and worked in Salt Lake City, Los Angeles, Boston and now Denver. ... **Jennifer (Hahn) Stamour** lives in North County San Diego with husband Martin and son MJ, 1. ... **Abigail Valencia** works at Brigham & Women's Hospital in Boston and is pursuing a degree in nursing. She had worked for two years in San Diego in brain injury rehab. ... **Emile Wakim** graduated this spring from Creighton University's School of Medicine. He hopes to do an orthopedic residency in Southern California. ... **Hope Wilson** is working on a second bachelor's degree (in psychology) and then plans to pursue a Ph.D. at Cal-State Fullerton. ... **Ty Wilson** is an Army captain and is attending the Armor Captains Career Course at Fort Knox, Ky. ...

Matthew Young is a publicist and photo editor with the theatrical publicity department of 20th Century Fox Film. He's developing a script and film idea of his own in his spare time. ... **Darrell Yuen** has been busy since graduation. He's worked as an environmental consultant, non-profit director, managed the family business and recently became an investment broker with a firm in St. Louis.

1996

CLASS CHAIR
Bryan Walsh

CLASS CORRESPONDENT
Joy Deutsch
12604 Carmel Country Road,
No. 20
San Diego, CA 92130

UNDERGRADUATE ALUMNI

Michelle Albrecht is a civil litigation attorney in Long Beach and lives down the coast in Newport Beach, Calif. ... **Robert Ayson** is an accountant with Account Temps in downtown San Diego. ... **Bridgette Bruning** earned a master's in multicultural counseling in 1997 and works now as a counselor with an adolescent girls in crisis. ... **Matthew Bury** works for an advertising agency in Boulder, Colo. ... **Geoffrey Chew** recently started working for SkyDesk, a business-to-business Internet storage solutions provider. He teaches third grade at Our Mother of Confidence Parish in San Diego. ... Lt. j.g. **Joaquin Correia** is a fire control officer aboard the USS *Stethem*, a guided missile destroyer. ... **Danielle Ferrara** is an investigative aide with the San Diego County district attorney's office. She moved back to San Diego recently after spending some time as a juvenile probation officer in West Palm Beach, Fla. ... **Kylie Glenn** completed the paralegal program at USD in 1998 and works at Walters &

Ward in San Diego. ... Lt. **Richard LeBron** is heading back to San Diego as a chief engineer after a stint at a Navy training school in Rhode Island. He and his wife have two children: Richard, 2, and Madeline, 1. ... **Barbara Lynch** works in reservations for American Airlines and is also a docent at the Arizona-Sonora Desert Museum in Tucson, Ariz., where she lives. ... **Alyson Parker** is a graduate student studying fisheries biology at Australia's James Cook University.

GRADUATE AND LAW SCHOOL ALUMNI

Robert Glaser (M.A.) is an associate with Blanchard Training & Development and is on the executive committee of the master's in executive leadership program with USD.

1997

CLASS CHAIR
Greg Johnson

CLASS CORRESPONDENT
Colleen Engel
10062 Paseo Monril #509
San Diego, CA 92129

UNDERGRADUATE ALUMNI

Ricardo Araiza is an elementary school teacher in San Diego's South Bay and is working on a master's in educational administration. ... **Jennifer Babic** is a special agent with the U.S. Department of State. She's stationed in Boston with the Diplomatic Security Service, but spent two weeks recently in Davos, Switzerland, and a week in Zagreb, Croatia, with U.S. Secretary of State Madeleine Albright. She works on passport fraud cases in Boston. ... **Esmeralda Carini** has traveled extensively since graduation. She lived for a time in Florence, Italy, where she was an intern in the Uffizi Museum and spent time in Athens, Greece. ... **Katherine (Gerhardt) Duford** earned a master's in clinical psychology from Loyola College in Maryland

•CLASS OF '90•

Laying Down the Law for Dough

Sheila McCann had long believed practicing law was in her blood. But the 1990 School of Law grad, once a rising star in the San Luis Obispo County public defender's office, walked away from the profession to create her own recipe for happiness — as a bread baker.

"Law school was great, but for me the practice of law was a bit like a love affair," says McCann, who worked six years as an attorney. "It was very exciting at first, but I lost the passion for it. I was working 16-hour days, just getting burned out, and I thought, 'I don't want to do this any more.'"

As she was weighing her options, McCann enrolled in a management program at the Harvard Business School. She considered several ideas before hitting on the concept for House of Bread.

"All I knew is that I wanted to do something positive, something that would make me happy," she recalls. "My grandmother used to

bake her own bread, and I associate the aroma of bread in the oven with happy, comforting times. I saw the success people were having in specialty markets with micro-breweries and gourmet coffee houses, saw that consumers were willing to pay more for a quality product, and put the two ideas together."

Grandma may have provided the inspiration, but the success of House of Bread is built on McCann's business acumen. She leaves no part of the enterprise to chance, down to making the bread exclusively with wheat she buys from a farmer friend in her home state of Montana.

"Baking bread is not an art. It's a science," says McCann. "For a good product, everything has to be perfect."

McCann has moved from the kitchen to an office, where she is busy franchising the idea. In addition to operating two stores in San Luis Obispo and one in Santa Cruz, she has sold franchises in



four other California cities and is eyeing the San Diego market. She says her training as a lawyer has been a great asset in growing the business.

"A big part of being a lawyer is developing a strategy for arguing a case," she says. "That type of critical thinking is essential in the business world. I really enjoy building this company. It can be stressful, but it's the right kind of stress."

•1998•

CLASS CHAIR
Michael Corrales

CLASS CORRESPONDENT
Elizabeth Himchak
11334 Capilla Road
San Diego, CA 92127
e-mail:
elizabeth98@alum.acusd.edu

UNDERGRADUATE ALUMNI

Wendy Anderson realized a dream in November 1998 when she earned a job as a dolphin trainer at Discovery Cove, a marine park in Orlando, Fla. A former Miss Pacific Beach, she hopes to return to San Diego to work. ... **Janene Asgeirsson** and husband Joey live in Boston where she's in law school at

and lives in Corpus Christi, Texas, where husband Derek is a Navy pilot. ... **Amy (Bistline) Guidi** is a fifth grade teacher in Stockton, Calif., where she lives with husband **Ray Guidi '95**. He manages his family's beverage company. ... **Anna Jonsson** has been working at a safari camp in the African wilderness since graduation. She lives in Tanzania, but will return to school at the University of Stockholm in Sweden for a Ph.D. in ecological zoology. ... **Alan Michael Kane** is an investment banker at Pinnacle Global Group in Houston. ... **Robyn Kenyon** is a public relations executive with Southard Communications in New York.

Northeastern. Three days after she graduated from USD, she and Joey welcomed their first child, daughter Madison, now 2. ... **Vanessa Crandall** is a second grade teacher with a private school in Scottsdale, Ariz. ... **Cameron Hoover** lives in Hong Kong, where he works for an Orange County, Calif.-based import/export firm. ... **Nicole Newton** has lived in San Francisco for two years, where she is the road show coordinator for Montgomery Securities.

GRADUATE AND LAW SCHOOL ALUMNI

Julie (Flynn) Cory (M.A.) moved to Santa Cruz, Calif., with her husband soon after they were married in June 1999. She's working on her MFCC licensure.

•1999•

CLASS CHAIR
Kristen Jones

CLASS CORRESPONDENT
Sara Strauhal
e-mail: strauhal@ulv.edu

UNDERGRADUATE ALUMNI

Jamie Krupnick took a job with Helms Briscoe, a meeting and convention planning company in San Diego.

•Marriages•

Please note that USD Magazine does not print engagement information.

UNDERGRADUATE ALUMNI

Merrill Amend '87 wed James Marker in a garden ceremony in Vista, Calif., in the spring. The couple live in Dallas. ... **Rebecca Pedulla '88** (M.Ed. '90) married William Carter in June 1999. Rebecca is a licensed mental health counselor in Rhode Island. ... **Jane Harkins '89** wed Gregory Dorn on June 19, 1999, in Newport Beach, Calif. Jane is a pediatric intensive care nurse for the UCLA Medical Center. ... **Richard Dorn '90** married Erika Malvey Sept. 18. The couple live in Edina, Minn., where Richard is a district manager for Wells Fargo Financial Acceptance. ... **Peter Neill '90** wed Nina Fraley last August in a ceremony attended by several of Peter's fellow USD alumni. Peter is the national director of Switch and Network Implementation at AT&T. ... **Laurie Lewis '92** married Daylon Walden Oct. 30 in Seattle. Laurie teaches fifth grade and is working on a master's degree in education. ... **Rosemary Malcolm '92, '95** (M.Ed.), and Lt. Kenneth Gilbert were married in August 1998. The couple live in Pensacola, Fla., where Rosemary is an adjunct instructor of English composition at the University of West Florida. ...

ALUMNI GALLERY

Sandra Van Heertum '93 wed Jim Burns on June 5, 1999. Jennifer is a physical therapist at the Henry County Health Center in Mt. Pleasant, Iowa. ... **Sarah Newstead '94** and Tad-Allen Munroe, Jr., were married Jan. 8 in Paradise Valley, Ariz. Sarah received her master's degree in education from Arizona State University in 1999. ... **Krystynn Brumbaugh '95** and Mathew Law honeymooned on Maui after their Sept. 17 wedding. The couple make their home in San Jose, Calif. ... **Karissa Jones '95** was wed to Jason Foster on Aug. 14. Karissa is a project manager/planner with Southern California Edison and is working on her master's degree in management at the University of Redlands. ... **Jennifer Lee '95** and Wes Hobson were married last March in Boulder, Colo. ... **Heather Runsvold '95** and **Andy Hodges '93, '95** (M.Ed.) were married Dec. 4. They recently bought a home in Antioch, Calif. ... **Kashif Ahmed '99** married **Ana Janet Rocha '98** on Jan. 29. The newlyweds live in Escondido, Calif. ... **Karina Jimenez '00** and **Matthew Everett '98** were wed July 1 in Founders Chapel. Karina and Matt live in Bedminster, N.J.

GRADUATE AND LAW SCHOOL ALUMNI

Kathleen Lewis '91 (J.D.) and **Blaine Bowman '89** (J.D.) were married on Feb. 26. ... **Bruce Pleat '98** (M.B.A.) and **Arianna Dagostino '99** (M.I.B.) were wed June 26, 1999, aboard the Circle Line ship cruising around

Manhattan, followed by a dinner atop the World Trade Center. The couple live in New York.

•Births•

UNDERGRADUATE ALUMNI

Michael Hamner '80 and his wife, Alexandra, celebrated the birth of their second son, Chad, on Jan. 31, 1999. Chad joined brother Troy, 4. ... **Maria (Brightbill) Shuman '83** and her husband, Kip, were blessed with a daughter, Alaina Felice, on Feb. 2, joining brother Ryan Calvin, 3. The family lives in Boulder, Colo., where Maria is an attorney specializing in software licensing. ... **Julie (Palmer) Konopasky '85** and husband Paul welcomed their third child, Grace Ann, on Oct. 9. Grace joins sisters Sarah, 9, and Jillian, 8. ... **Jeffrey Condino '87** and his wife, Sylvia, celebrated the birth of their third child, Dylan Michael, on Feb. 11. Dylan joins Samantha, 9, and Amanda, 6. ... **Carolyn (Dominguez) Canzano '88** and husband Stephen were blessed with a daughter, Julia Rose, in August 1999. ... **Keli (Smith) Harold '88**, who works for infant formula maker PBM Products, Inc., and husband Ron celebrated the birth of their son, RJ, in October. The couple have a daughter, Abigail, 2, and live in Virginia with their five horses, two dogs and numerous cats. ... **Cindy (Picchione) Kratochvil '88** and her husband, **Jack Kratochvil '87**, welcomed their first child, Joshua Paul, on Dec. 15. ... **Laurel (Brochtrup)**

Collins '88 and husband **Whitley Collins '86** welcomed their third child, Shane Scott, on March 8. Shane joins brother Matthew, 6, and sister Samantha, 3. The family lives in Manhattan Beach, Calif. ... **JB Orecchia '88** and wife Debbie welcomed their second child, Nicholas Giovanni, on Nov. 11. Nicholas joined his sister, Isabella, 3. ... **Gisele Becker-Gray '89** welcomed a daughter, Nicole Annette, on Oct. 14, 1998, with husband Basil. ... **William and Michele Bellino Long '90** celebrated the birth of their third child, Danielle, in January. She joins Lauren, 5, and Patrick, 2. ... **Jocelyn (Baker) Lozier '90** and her husband, Doug, became parents for the second time with the birth of Ashley on Feb. 27. She joins her 2-year-old brother. ... **Jennifer (Logan) Medina '90** and her husband, Terrance, welcomed their daughter, Jessica Taryn, last July. ... **Shanna (Wierda) Parker '90** and husband Michael celebrated the birth of their third child, Sienna Grace, April 13. Sienna joins her two brothers, ages 5 and 3. ... **Marc Thompson '90** and his wife, Jodie Ann, have been blessed with their second child, Cooper, who joins brother Taylor, 2. The couple lives in Cody, Wyo., where Marc practices law. ... **Jim Alexander '91** and his wife, Christy, celebrated the birth of their son, Jackson Healy, on July 26, 1999. Four-year-old Emily has taken on big-sister duties. ... **Julie (Williamson) Cooke '91** and Phillip Cook '92 were blessed with a son, Alexander, on June 17, 1999. ... **Jonmari (Badillo) Olsen '91** and her husband, Dale, welcomed their second child, Conner Orion, on March 22. The couple have a 2-year-old son, Chase William, and live in Plano, Texas. ... **Paula (Abriani) Annala '93** and her husband, Jake, welcomed the latest addition to their family, Michael Anthony, on Aug. 1. He joins older brothers Nickolas and

Christopher and sister Katherine. ... **Lara (Smith) Blair '93** and her husband, Dave, were blessed with a daughter, Katie Alexandra, March 5. ... **Catherine (Kratochvil) Rojo '95** and her husband, Eduardo, celebrated the birth of their son Victor Manuel in November. ... **Sarah (Allen) Peddie '98** and her husband, Christopher, welcomed a new daughter, Victoria Chante, Jan. 7. Sarah teaches at Mt. Miguel High School in Spring Valley, Calif.

GRADUATE AND LAW SCHOOL ALUMNI

Jeffrey Spencer '95 (J.D.) and **Blake (Neuman) Spencer '93** welcomed their second son, Caden, on April 1. Caden joins brother Reid, 4. Jeff is a partner with Hansen & Spencer, a Mission Viejo, Calif., firm, and Blake is a stay-at-home mom. ... **Gillian (Armstrong) Albert '96** (M.Ed.) and her husband, James, celebrated the birth of their first child, Joseph Daniel, April 9. Gillian is a language arts specialist with EdVISION.com.

•In Memoriam•

Sister Margaret Guest, R.S.C.J., passed away March 16 in Atherton, Calif. She was 86. Sister Guest's teaching career at USD spanned 22 years, beginning as an education teacher for the San Diego College for Women (USD's predecessor) and later as department chair and director of elementary education at USD. She was born in Victoria, B.C., Canada, graduated from Seattle College in 1937 and entered the Society of the Sacred Heart in 1939. Sister Guest earned master's and doctorate degrees in education from U.C. Berkeley, and spent much of her retirement volunteering for the Archdiocese of San Francisco, and English as a second language and literacy programs in the Bay area.

Have A Story To Tell?

If you have a new development in your career or personal life, please let us know (notes may be edited for space). Either write your class correspondent; send a note to Alumni Relations, USD, 5998 Alcalá Park, San Diego, CA 92110-2492; visit our Web site at <http://alumni.acusd.edu/usdmagazine>; or e-mail us at classnotes@acusd.edu.



CALENDAR



For a complete listing, click on the news and events section of USD's Web site at www.acusd.edu.

august

San Diego Asian Film Festival

- 11-13** Featuring feature-length and documentary films, the festival also includes Academy Award-winning director Greg Pak and comedian Margaret Cho discussing her film, "I'm the One That I Want." Tickets through the USD box office, or call (858) 616-8525 or visit www.sdaff.org.

Picnic in the Park

- 13** Alumni and families are invited to the Scripps Ranch Symphony in the Park. Bring a picnic and listen to The Heroes. 4 p.m. picnic, 6 p.m. music. Hoyt Park, corner of Aviary Drive and Canyon Lake Drive. (619) 260-4819.

Law School Classes Begin

- 21** For information on class schedules, call (619) 260-4526.

september

Undergraduate and Graduate Classes Begin

- 7** For information on class schedules, call (619) 260-4557.



Bay Area Alumni Baseball Outing

- 10** Alumni in the Bay area will attend a 1 p.m. game in San Francisco's new stadium against the San Diego Padres. For information, call Kristin Boettger at (415) 921-4612.

Salute to Women's Athletics

- 13** The fourth annual event offers a chance to meet the women's coaches and teams, and includes an auction, cocktail reception and buffet. All proceeds support women's athletics. 6 p.m., Sports Center pool deck. For tickets, call (619) 260-5916.

State of the University Address

- 14** President Alice B. Hayes speaks on USD's impact and relationship with the local business community. Sponsored by BusinessLink USD. 11:30 a.m., Hahn University Center Forum. Call (619) 260-4690 to register for this free event.

october

Tour of Italy

- 4-12** Invisible University, USD's community outreach educational series, is planning a seven-day trip, "Villa Life in the Italian Countryside." Includes stops in Rome, Fiuggi, Montecassino's Benedictine Abbey and Tivoli. Open to friends of the university, alumni and parents. (619) 260-4815 or log onto <http://alumni.acusd.edu/friends/iu.htm>.



Jenny Craig Pavilion/Msgr. I. Brent Eagen Memorial Plaza Dedication

- 5-11** A week-long schedule of events to celebrate the opening of the new 5,100-seat arena and adjacent outdoor plaza. Events include:

Jenny Craig Pavilion Dedication, campus-wide celebration, 4 p.m., Oct. 5, at the pavilion.

Pagni Athletic Hall of Fame, reception and dinner for the dedication of the new Chester and Marguerite Pagni Hall of Fame inside the pavilion. 6 p.m., Oct. 6. Call (619) 260-5917 for reservations.

Jenny Craig Pavilion Tours, 11:30 a.m. to 1:30 p.m. and 7 to 9 p.m., Oct. 7, during Homecoming tailgate parties and reunion events.

Msgr. I. Brent Eagen Plaza Dedication, Mass and reception honoring USD's former vice president of Office of Mission and Ministry. 1 p.m., Oct. 11, plaza site.

Call (619) 260-4569 for more information.

homecoming weekend

October 6 - 9

Special reunion celebrations for the classes of '55, '60, '65, '70, '75, '80, '85, '90, '95, as well as the annual



tailgate party and football game against this year's opponent, Central Connecticut, and the alumni Mass. Watch your mail for information, or call (619) 260-4819.

Freshman Family Weekend

- 13** An event-filled weekend for families of freshmen, including a dean's reception, seminars, tours, family dinner, football game and Sunday Mass. For information, call (619) 260-4808.

National Public Radio's Ira Glass

- 26** Host of NPR's "This American Life," Ira Glass takes the best of confessional culture and serves up narratives that pinpoint the unusual in the everyday. Sponsored by Friends of the USD Libraries and KPBS. (619) 260-6866.

Fall Family Weekend

- 27** Dinner, dancing, golf and career services seminars are just some of the activities planned for this weekend for families of returning students. For information, call (619) 260-4808.

november

Society of the Sacred Heart Bicentennial

- 13-19** A weeklong 200th anniversary celebration of the order of nuns who helped found USD. Events include an educators' workshop and lecture by Sister Suzanne Cooke, Founders Day Vespers Service Nov. 13, and a Bicentennial Mass of Thanksgiving, celebrated by the Most Rev. Robert H. Brom, Nov. 19. For information, call (619) 260-7431.

The new and improved Aromas coffeehouse was unveiled in April after undergoing a four-month facelift. Originally a dining hall for the former men's college, the space was turned into a coffeehouse more than five years ago and has proven to be a favorite hangout for studying, checking e-mail or just sipping a double mocha latte.



reflection

USD



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